

January 2011

**Evaluation of the 2010 Labor Day
You Drink & Drive. You Lose. Campaign**

August 1 - September 15, 2010

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Illinois Department of Transportation

Division of Traffic Safety

Evaluation Unit

The Evaluation Unit within the Division of Traffic Safety in the Illinois Department of Transportation focuses on evaluation and monitoring of various highway safety projects and programs in Illinois. The Evaluation Unit conducts research and analyses that enhance the safety and efficiency of transportation by understanding the human factors that are important to transportation programs in Illinois. The main functions of the Unit include the following:

1. Develop an in-depth analysis of motor vehicle related fatalities and injuries in Illinois using several crash related databases (Crash data, FARS, Trauma Registry, and Hospital data, state and local police data).
2. Develop measurable long term and short term goals and objectives for the Highway Safety Program in Illinois using historical crash related databases.
3. Evaluate each highway safety project with an enforcement component (e.g., Traffic Law Enforcement Program, Local Alcohol Program, IMaGE and MAP projects) using crash and citation data provided by local and state police departments.
4. Evaluate several highway safety programs (e.g., Occupant Protection and Alcohol). This involves evaluating the effects of public policy and intervention programs that promote safe driving.
5. Design and conduct annual observational safety belt and child safety seat surveys for Illinois. This survey is based on a multi-stage random selection of Interstate Highways, US/IL Highways, and several local and residential streets.
6. Provide results of research and evaluation as well as annual enforcement activities to the National Highway Traffic Safety Administration (NHTSA) as part of the Federal Requirements of State Highway Safety Program in Illinois.
7. Provide statistical consultation to other Sections at the Division of Traffic Safety and other Divisions at IDOT.
8. Publish results of all research and evaluation at the Division and place them as PDF files at IDOT's Website.

Using statewide public opinion survey of Illinois licensed drivers, this report evaluates the impact the “*You Drink & Drive. You Lose*” (a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol) on drinking and driving issues during the August-September 2010 mobilization in Illinois. The main alcohol issues include self-reported belt use, motorists’ opinion and awareness of the existing local and state alcohol enforcement programs, such as roadside safety checks, drunken driving laws, and alcohol related media programs and slogans.

The report was compiled and prepared by the Evaluation staff. Comments or questions may be addressed to Mehdi Nassirpour, Ph.D., Chief of Evaluation Unit, Bureau of Administrative Services, Division of Traffic Safety, Illinois Department of Transportation, 1340 North 9th St., Springfield, Illinois 62702.

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Executive Summary

You Drink & Drive. You Lose. (YDDYL) is a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the consequences of drinking and driving. During the campaign the YDDYL message is repeated in the media and enforcement of DUI laws are stepped up. The goal of the campaign is to save lives and reduce injuries resulting from motor vehicle crashes by reducing the incidence of drinking and driving in Illinois.

The 2010 Labor Day YDDYL mobilization was conducted from August 1 to September 15, 2010. There were 174 local law enforcement agencies and the Illinois State Police which participated in the statewide campaign. Seventy-eight of the 174 grant-funded agencies and 45 non-funded agencies submitted additional citation information as a part of an incentive program. Data presented in this report indicates the campaign was successful. Enforcement results and an in-depth evaluation of the campaign are included in this report.

MEDIA

1. The Illinois Department of Transportation (IDOT) / Division of Traffic Safety (DTS) held five press conferences (Chicago, Collinsville (Metro East), Du Quoin, Moline, and Springfield) throughout the state on September 1, 2010.
2. Law enforcement agencies participating in the Labor Day campaign reported 145 print stories, 20 radio stories, and 19 TV news stories were generated as a result of the Labor Day campaign enforcement efforts. Furthermore, the following earned media items were generated during the 2010 YDDYL campaign: 130 announcements were made, 43 banners were displayed, 2,157 posters/flyers were distributed, 20 presentations were given, 293 press releases were issued, and 42 public access messages were made.
3. In an effort to help reduce alcohol related crashes and fatalities on roadways, IDOT/DTS created a public service announcement titled "Dreams Shattered." The public service announcement titled "Dreams Shattered" showed how a drunk driving crash can affect people's lives.
4. DTS Director Mike Stout participated in a series of radio interviews that played on about 13 stations across the state to remind motorists not to drink and drive.
5. IDOT/DTS spent \$745,655 on broadcast television, cable, radio, and the internet to promote the National YDDYL campaign beginning August 20 and ending September 6, 2010.

ENFORCEMENT

6. One hundred seventy-four (174) local law enforcement agencies and all Illinois State Police (ISP) districts participated and provided complete enforcement activities for the 2010 Labor Day alcohol mobilization. A total of 190 roadside safety checks (RSCs) and 2,396 saturation patrols were conducted during the August 20 to September 6, 2010 enforcement period. Seventy-eight of the 174 grant-funded agencies and 45 non-funded agencies submitted additional citation information as part of an incentive program.

7. Local law enforcement and ISP logged a total of 26,419.5 patrol hours and issued 25,964 citations during the Labor Day campaign. One citation was written every 61.1 minutes of enforcement.
8. Local law enforcement and ISP issued 1,034 DUI and alcohol-related citations. One DUI/alcohol-related citation was written every 25.6 hours of enforcement. An additional 778 DUIs (653 by grant-funded agencies and 125 by non-funded agencies) were written by agencies participating in the incentive program.
9. A total of 6,627 citations were issued for safety belt and child passenger safety seat violations during the Labor Day campaign resulting in an average of one occupant restraint violation every 4.0 patrol hours. An additional 1,721 safety belt and child safety seat citations were written by agencies participating the incentive program.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

10. The agencies included in the YDDYL cost / effectiveness analysis conducted a total of 26,419.5 patrol hours and issued 25,964 citations at a total cost of \$1,483,050.11. On average, citations were written every 61.1 minutes of enforcement at a cost of \$57.12 per citation, or \$56.13 per patrol hour. Furthermore, these agencies wrote 1,034 DUIs during the campaign, which comprised 4.0 percent of total citations issued.
11. Seventy-eight (78) holiday mobilization plus grantees issued one citation every 76.2 minutes of patrol. The cost per citation for these agencies was \$53.92 and cost per patrol hour was \$42.62. Sixty-one regular grantees issued one citation for every 50.9 minutes of patrol. The cost per citation for these agencies was \$46.93 and the cost per patrol hour was \$55.34. Thirty-five grantees with multiple grants issued one citation for every 55.6 minutes of patrol. The cost per citation for these agencies was \$54.66 and the cost per patrol hour was \$46.56. The Illinois State Police issued one citation every 80.5 minutes of patrol. The cost per citation for the ISP was \$112.21 and cost per patrol hour was \$83.02.
12. The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or citation written per X minutes vary substantially across selected local agencies.

TELEPHONE SURVEY

Perceptions of DUI Enforcement

13. When asked hypothetically “If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?”, 50 percent of recent drinkers indicated the likelihood of being stopped is “almost certain” or “very likely”.
14. More than 60 percent of those surveyed in September reported seeing “about the same police presence on the roads they normally travel”, while 30 percent reported seeing police “more often”.

15. When asked “Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same?” the percentage of people who said “more likely to be stopped” was 32 percent during the September survey. Results from the June survey were similar.
16. The percentage of respondents in the Chicago suburbs who believed a driver who had been drinking was “more likely to be stopped” increased from 25 percent in April to 30 percent in September. In southern Illinois, this percentage increased from 30 percent to 35 percent from April to September.

Roadside Safety-Checks

17. In the Chicago suburbs awareness levels of roadside safety checks slightly increased from 27 percent in April to 38 percent in September. In southern Illinois, this percentage increased from 22 percent in April percent to 30 percent in September.
18. Most September respondents aware of roadside safety checks attribute their awareness to newspapers (30%), television (26%), friends/relatives (24%) and radio (17%). Those respondents who heard about roadside safety-checks via television, newspaper, or radio learned most from news stories verses advertisements (83 percent versus 15 percent for newspapers; 70 percent versus 44 percent for television; and 54 percent each for radio).
19. Analysis among those who were aware of roadside safety checks by region. The percent of applicable respondents who had personally seen a check was 68 percent in the Chicago metro regions and about 30 percent for the downstate regions.
20. The percentage of respondents who indicated having personally seen roadside safety checks decreased from 64 percent in June to 59 percent in the September survey.

Awareness of “DUI” Roadside Safety Check.

21. Twenty-seven percent of respondents in September indicated that, “in the past (thirty) days,” they had “seen or heard anything about the police setting up roadside safety checks that were used primarily to check for alcohol impaired driving.”
22. Telephone surveys found that the percent of people who indicated that in the past (thirty) days, they had “read, seen, or heard anything about alcohol-impaired driving in Illinois,” increased from 66 percent in June to 69 percent in September. There was an increase of awareness in the downstate counties from 64 percent in June to 69 percent in September. Awareness of messages focusing on alcohol-impaired driving slightly increased in the Chicago metro area from 67 percent in June to 69 percent in September.

Awareness of the You Drink & Drive. You Lose Slogan

23. In June of 2003, 55 percent of those surveyed were familiar with the “You Drink & Drive. You Lose.” (YDDYL) slogan. The September 2010 survey indicated the awareness level of those familiar with the slogan was about 82 percent.
24. September 2010 survey results show awareness levels for the YDDYL slogan were about 82 percent in downstate Illinois and the Chicago Metro region. From June to

September, awareness in the Chicago suburbs increased by four percentage points from June to September.

Evaluation of the 2010 Labor Day *You Drink & Drive. You Lose.* Campaign August 1 - September 15, 2010

Introduction

You Drink & Drive. You Lose. (YDDYL) is a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the consequences of drinking and driving. During the campaign the YDDYL message is repeated in the media and enforcement of DUI laws are stepped up. The goal of the campaign is to save lives and reduce injuries resulting from motor vehicle crashes by reducing the incidence of drinking and driving in Illinois. The YDDYL mobilization includes the following components:

1. Earned Media¹
2. Paid Media
3. Enforcement
4. Evaluation

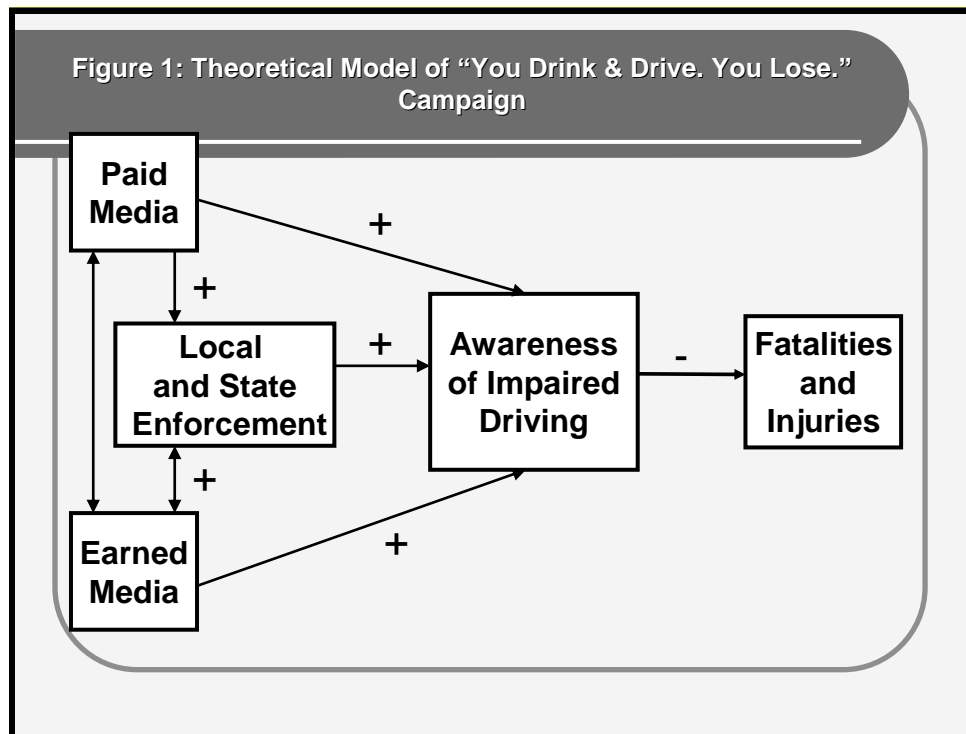
The 2010 Labor Day YDDYL mobilization was conducted from August 1 to September 15, 2010 with a special focus on impaired driving.

***You Drink & Drive. You Lose.* Program Model**

YDDYL is a model of the social marketing program that combines enforcement with communication outreach (paid and earned media). The main message regarding the benefits of not drinking and driving is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. Several alcohol-related laws, such graduated licensing and .08 laws were passed by the Illinois legislature in the past that made it possible for police to stop and ticket motorists who did not obey the law. As part of the YDDYL campaign, several road side safety checks and saturation plans are conducted by local and state police departments throughout the state where motorists are stopped and checked for alcohol.

¹ Earned media is coverage by broadcast and published news services. Earned media generally begins one-week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program.

The components of the YDDYL model are paid and earned media paired with local and state enforcement to increase the public's awareness of the consequences of drinking and driving. These variables work together to reduce injuries and fatalities. **Figure 1** shows the components of the YDDYL model.



Alcohol / Motor Vehicle Related Injuries and Fatalities

The relationship between drunk driving and fatalities has been well documented in the literature (FARS, 2009). The severity of a motor vehicle crash increases when the driver is impaired. Individuals who drive while impaired are more likely to drive recklessly and become involved in fatal crashes. Plus, impaired drivers are less likely to use safety belts, thereby increasing their own risk for serious injury in a crash.

Figure 2 shows the percentage of restraint use among occupants of vehicles who were killed by time of day. As shown in this graph, only a small percentage of those who were killed between midnight and 4:00AM were wearing their safety belts.

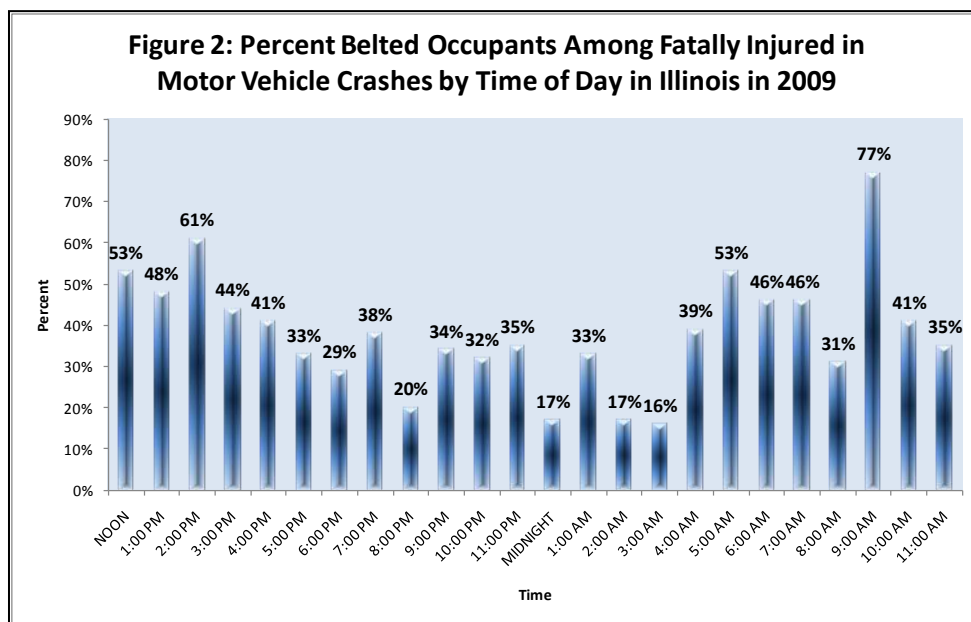
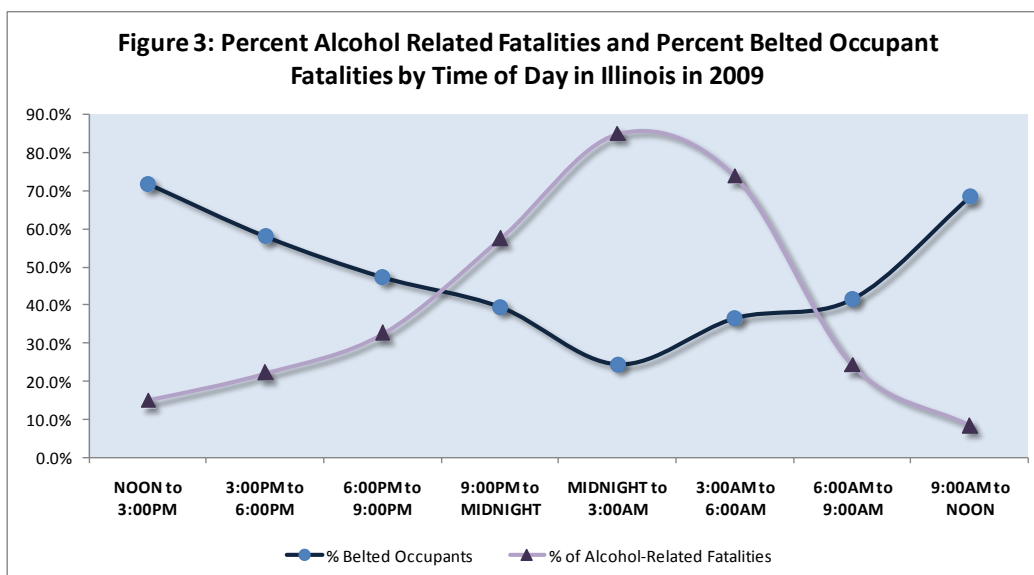


Figure 3 depicts the percentage of belted occupants and the percentage of alcohol related fatalities by time of day. According to this graph, there is a negative relationship between the percentage of belted occupants and the percentage of alcohol related deaths, especially during nighttime hours. This indicates that the nighttime safety belt usage rate among those who drink and drive is very low.



Report Objectives

The purpose of this technical report is to provide details of the activities, costs, and available outcomes of the 2010 Labor Day YDDYL campaign. The objectives of this report are:

- To provide a summary of earned and paid media activities prior to and following the Labor Day YDDYL campaign.
- To provide a detailed summary of enforcement activities during the campaign.
- To provide costs and effectiveness of enforcement activities.
- To determine Illinois residents' views and opinions regarding alcohol impaired driving and enforcement.

The evaluation of this campaign includes process and outcome measures. The process measures include documenting the activities associated with the program publicities (earned and paid media) and enforcement activities during the campaign. The only immediate statewide outcome measure that was used in this study was the pre and post telephone surveys of Illinois drivers. The main and ultimate outcome measure of the campaign is based on the actual alcohol related fatalities and injuries before and after the campaign. Unfortunately, the current fatal and injury crash data are not yet available to measure the true impact of the YDDYL campaign on fatalities and injuries. Once fatal and injury data are available to users, a comparison will be made between crash data during this campaign and the data for the same time period in previous years.

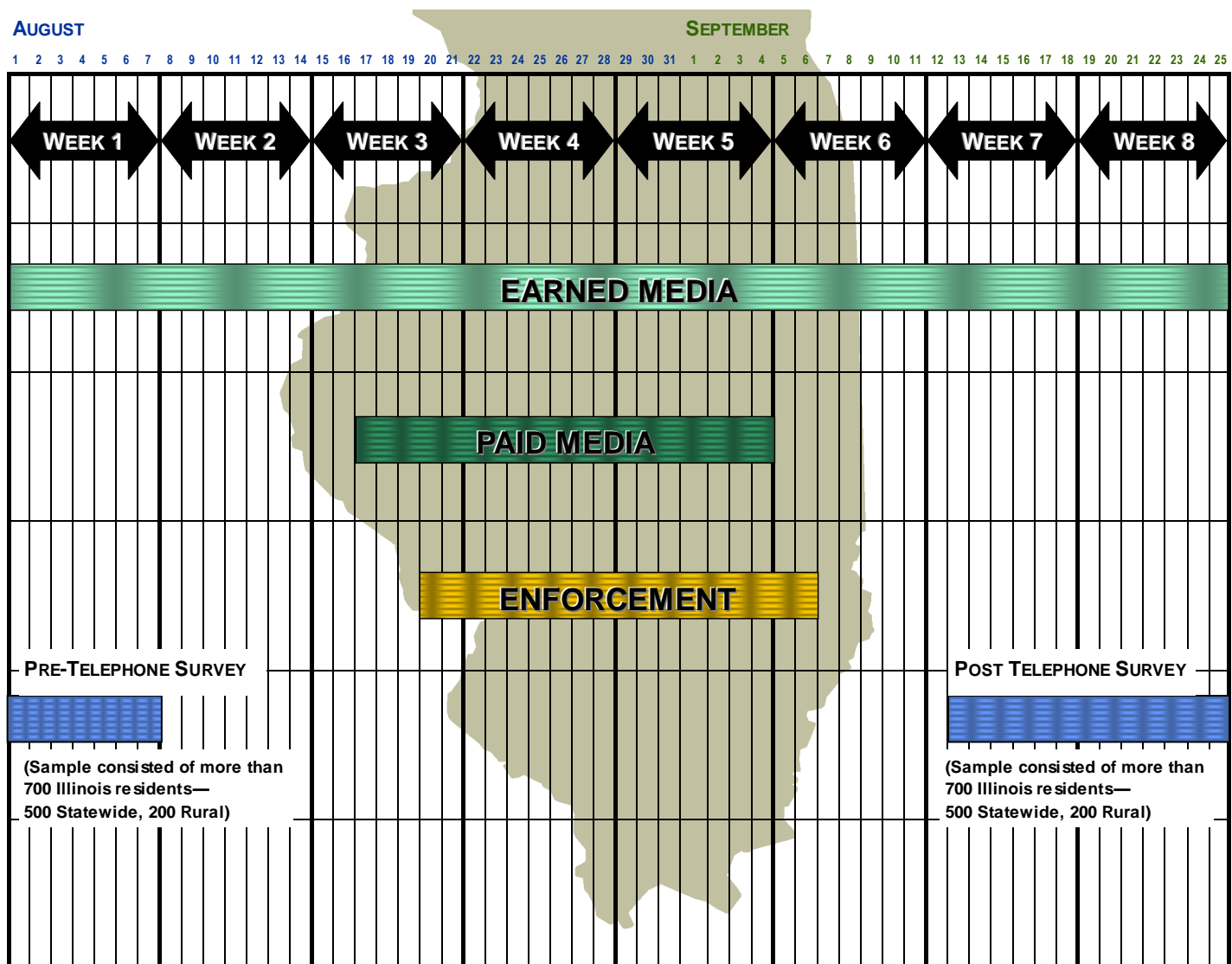
2010 Labor Day *You Drink & Drive. You Lose.* Campaign in Illinois: Timeline of Activities

In August 2010, IDOT Division of Traffic Safety launched a statewide YDDYL campaign. In coordination with the National Highway Traffic Safety Administration (NHTSA), and state, county and local law enforcement agencies, the program set out to crack down on drunk drivers across the state by means of a highly publicized enforcement campaign of impaired driving laws. As illustrated in **Diagram 1**, YDDYL activities began August 1 and concluded September 15, 2010. The following activities took place during the campaign:

IDOT/DTS held five press conferences (Chicago, Collinsville (Metro East), Du Quoin, Moline, and Springfield) throughout the state on September 1, 2010

- June 2010: Pre-mobilization statewide telephone public opinion surveys were conducted during June 2010.
- August 1 – September 25, 2010: Earned media was obtained, including five press conferences held September 1 in Chicago, Collinsville (Metro East), Du Quoin, Moline, and Springfield.
- August 17 – September 6, 2010: Paid media advertisements promoting YDDYL ran from August 17 to September 4. Highly publicized strict enforcement of the impaired driving laws was conducted from August 20 to September 6.
- September 13 – October 13, 2010: Post statewide telephone public opinion surveys were conducted from September 13 to October 13.

Diagram 1: 2010 *You Drink & Drive. You Lose.* Campaign Timeline



Note: The pre-telephone survey was conducted during June 2010.

MEDIA & ENFORCEMENT RESULTS

Media

Earned Media

IDOT/DTS held five press conferences (Chicago, Collinsville (Metro East), Du Quoin, Moline, and Springfield) throughout the state on September 1, 2010. **Table 1** lists the earned media items obtained during the YDDYL campaign by media markets which conducted press conferences, as well as the articles and stories generated from the publicity.

Table 1: Earned Media Items Obtained During the YDDYL Campaign by Media Market										
Media Market	Print News Stories	Radio News Stories	TV News Stories	Announcements	Banners	Posters / Flyers	Presentations	Press Release Issued	Public Access Msgs.	Web Announcements
Chicago	108	9	1	116	31	1,981	18	228	37	84
Metro East	8	3	3	6	6	0	0	15	2	6
Moline	6	5	10	1	1	138	1	8	1	3
Paducah	1	0	0	2	1	1	0	3	0	2
Springfield /Champaign	7	1	1	1	1	37	1	11	0	89
Media Markets which did not conduct a YDDYL Press Conference	15	2	4	4	3	0	0	28	2	3
TOTAL	145	20	19	130	43	2,157	20	293	42	187

In addition to the coverage generated by the press conferences, our law enforcement grantees are required to submit articles in their local press regarding enforcement that they are planning. Law enforcement agencies participating in our Labor Day campaign reported 145 print stories, 20 radio stories, and 19 TV news stories were generated as a result of the YD&DYL enforcement efforts. Furthermore, the following earned media items were generated during the 2010 YDDYL campaign: 130 announcements were made, 43 banners were displayed, 2,157 posters/flyers were distributed, 20 presentations were given, 293 press releases were issued, and 42 public access messages were made.

In an effort to help reduce alcohol related crashes and fatalities on roadways, IDOT/DTS created a public service announcement titled "Dreams Shattered." The public service announcement titled "Dreams Shattered" showed how a drunk driving crash can affect people's lives.

Finally, DTS Director Mike Stout participated in a series of radio interviews that played on approximately 13 stations across the state to remind motorists not to drink and drive.

Paid Media

Paid alcohol enforcement messages are aired repeatedly during the YDDYL campaign publicity period. Messages are focused on enforcement, reminding motorists to not drink and drive. YDDYL paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively. Paid media targeted the YDDYL message in the 23 specified counties in Illinois where about 85 percent of population resides and 70 percent of fatalities occur. Top-rated stations and programming were chosen based on Arbitron and Nielson ratings systems focusing on the 18-34 year old African-American, Hispanic and rural male demographic.

IDOT/DTS spent \$745,655 on broadcast television, cable and radio to promote the National YD&DYL campaign beginning August 20 and ending September 6, 2010. Table 3 lists the cost of paid media by media market for the YD&DYL campaign.

Table 2: Labor Day <i>You Drink & Drive. You Lose.</i> Campaign Cost of Paid Media by Media Market						
Media Market	Dollars Spent – TV	Ads Ran - TV	Dollars Spent – Radio	Ads Ran - Radio	Total Dollars Spent	Total Ads Ran
Champaign	\$ 19,999.50	1,765	\$ 16,874.60	3,414	\$ 36,874.10	3,414
Chicago	\$ 297,305.00	1,883	\$ 282,894.00	8,281	\$ 580,199.00	8,281
Davenport	\$ 3,950.00	685	\$ 4,100.00	853	\$ 8,050.00	853
Marion	\$ 9,624.00	1,610	\$ 4,939.20	2,282	\$ 14,563.20	2,282
Metro East	\$ 20,000.00	486	\$ 15,283.00	915	\$ 35,283.00	915
Peoria	\$ 13,194.00	277	\$ 9,894.00	789	\$ 23,389.00	789
Quincy	\$ 5,200.00	519	\$ 995.50	738	\$ 6,195.00	738
Rockford	\$ 13,995.00	512	\$ 8,890.00	846	\$ 22,975.00	846
Total TV & Radio	\$ 363,569.00	5,972	\$ 327,085.70	14,704	\$ 690,654.70	14,704
Internet	N/A	N/A	N/A	N/A	\$ 25,000.00	See Below¹
Alternative Media	N/A	N/A	N/A	N/A	\$ 30,500.00	See Below²
Total Dollars Spent	N/A	N/A	N/A	N/A	\$745,654.70	N/A

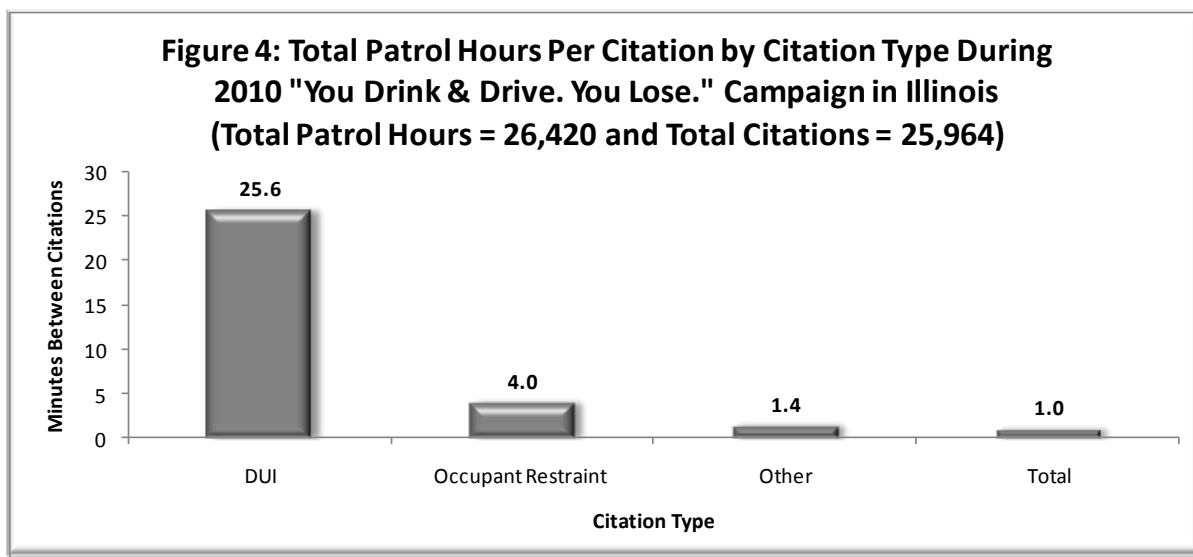
¹ Internet advertising was done through the following websites: Facebook, MySpace, WKSC-Webpage, WFLD-Webpage, and Comcast.net.

² Alternative media consisted of digital and print advertisements posted in bars and fitness centers, located on pumptoppers at gas stations, and 10 to 15 second advertisements on metro station video screens.

Enforcement

The *You Drink & Drive. You Lose.* (YDDYL) Labor Day enforcement campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. One hundred seventy-four (174) local law enforcement agencies and all ISP districts participated in the 2010 Labor Day alcohol mobilization. Seventy-eight of the 174 grant-funded agencies and 45 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 190 roadside safety checks and 2,396 saturation patrols were conducted during the August 20 to September 6, 2010 enforcement period.

Local law enforcement and ISP logged a total of 26,419.5 patrol hours and issued 25,964 citations during the campaign. One citation was written every 61.1 minutes of enforcement. Local law enforcement and ISP issued a combined total of 1,034 DUI citations, an average of one DUI citation written every 25.6 patrol hours. A total of 6,627 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 4.0 patrol hours. **Figure 4** depicts the number of hours of Labor Day YDDYL patrol per citation by citation type.



Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois' 102 counties. ISP conducted 4,385.5 hours of enforcement including 61 roadside safety checks and 50 saturation patrols. Of the total 3,269 citations issued by the ISP, one hundred seventy-five (175) were DUI and alcohol-related citations and 764 were safety belt and child

safety seat citations. On average ISP wrote one DUI for every 25.1 patrol hours and one safety belt / child safety seat citation for every 5.7 patrol hours.

Local Enforcement

One hundred seventy-four (174) local police agencies which had a grant with DTS participated in the YDDYL enforcement. These agencies conducted a total of 22,034 hours on Labor Day enforcement, conducting 129 roadside safety checks and 2,346 saturation patrols. **Figure 5** features a map identifying the number of agencies that conducted enforcement during the *You Drink & Drive. You Lose.* campaign by county. A total of 22,695 citations were written by local law enforcement agencies, or one citation was written every 58.3 minutes of enforcement. Eight hundred fifty-nine (859) DUI citations were issued, or one DUI was written for every 25.7 patrol hours. In addition, 5,863 occupant restraint violations were issued for failure to wear a safety belt or failure to properly restrain a child in a safety seat. An average of one occupant protection citation was written for every 3.8 patrol hours.

Earned Enforcement

There were an additional 45 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like radar detectors and breathalyzers. There were 78 grant-funded agencies that participated in the DTS incentive program, as well. These grant-funded agencies were eligible for a squad car and other prizes like radar detectors and breathalyzers. To be eligible for the prizes, these agencies were required to start issuing DUI, safety belt and child safety seat citations before actual enforcement began and continue through the end of the campaign. They were only required to submit total number of DUI, safety belt and child safety seat citations, and sworn reports issued. The agencies which participated in the incentive program issued a total of 2,564 DUI, safety belt and child safety seat citations, and sworn reports during the YDDYL campaign (2,240 citations were issued by the grant-funded agencies and 324 citations were issued by the earned enforcement agencies).

Table 3: Summary Results of Enforcement Activities

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data			Agencies that Participated and Submitted only DUI, Safety Belt, and Child Safety Seat Data for the Incentive Program		GRAND TOTAL
	Local Police Agencies (n=174)	Illinois State Police	Statewide Total	Grant Funded Agencies that Participated in the Incentive Program (n=78)	Earned Enforcement Agencies that Participated in the Incentive Program (n=45)	
1	2	3	4	5	6	7
Number of Enforcement Hours	22,034	4,385.5	26,419.5			
Number of Roadside Safety Checks	129	61	190			
Number of Saturation Patrols	2,346	50	2,396			
Total Citations	22,695	3,269	25,964	2,240	324	28,528
One Citation Written Every X Minutes of Enforcement	58.3	80.5	61.1			
Number of DUI & Alcohol Related Citations	859	175	1,034	653	125	1,812
DUI / Alcohol Related Citation Written Every X Hours	25.7	25.1	25.6			
Safety Belt / Child Safety Seat Citations	5,863	764	6,627	1,537	184	8,348
Safety Belt / Child Safety Seat Citations Every X Hours	3.8	5.7	4.0			

Column 1: Lists the types of enforcement activities conducted during the YDDYL campaign.

Column 2: The Local Police Agencies includes all DTS grantees

Column 3: The ISP includes all enforcement conducted by the Illinois State Police during the YDDYL campaign.

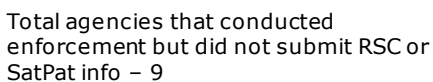
Column 4: The Statewide Total combines the information from the Local Agencies Total (column 2) and the ISP (column 3).

Column 5: Includes only citation information from grant funded agencies which participated in the YDDYL incentive program.

Column 6: Includes only citation information for non-funded agencies which participated in the YDDYL incentive program.

Column 7: The Grand Total is the sum of enforcement activities from the Statewide Total (column 4), grant-funded incentive program agencies (column 5), and earned enforcement (non grant funded) incentive program agencies (column 6). The Grand Total was only calculated for Total Citations, Number of DUI & Alcohol-Related Citations, and Safety Belt / Child Safety Seat Citations.

Map of Agency Participation by County During the 2010 "You Drink & Drive. You Lose." Campaign



13

Cost / Effectiveness Analysis of *You Drink & Drive. You Lose.* Enforcement Activities

In an effort to assess the costs and effectiveness of enforcement activities, actual reimbursement claims paid out for local and state agencies were used to calculate cost per hour of enforcement and cost per citation during the YDDYL campaign.

A cost / effectiveness analysis was performed for those agencies participating in YDDYL.

Table 4 summarizes enforcement activities (patrol hours, citations, total DUIs, percentage of total citations that were DUIs, citation written every X minutes of patrol, cost per citation, cost per patrol hour, and cost of project) by grant type.

ISP, sixty-one (61) year-round DTS grantees, 35 DTS grantees with multiple grants, and 78 holiday mobilization grantees were included in this cost / effectiveness analysis. These agencies conducted a total of 26,419.5 patrol hours and issued 25,964 citations during enforcement at a total cost of \$1,483,050.11. On average, one citation was written for every 61.1 minutes during enforcement at an average cost of \$57.12 per citation, or \$56.13 per patrol hour. Furthermore, the emphasis of the *You Drink & Drive. You Lose.* campaign was to reduce the drunk driving. A total of 1,034 DUIs were written by these agencies, which comprised 4.0 percent of all citations issued during the campaign. See **Appendix A** for a detailed listing of enforcement activities and costs by agency.

Illinois State Police

ISP conducted 4,385.5 patrol hours during YDDYL enforcement and issued 3,269 citations at cost of \$366,825.40, or \$83.02 per patrol hour. One citation was written every 80.5 minutes, an average cost of \$112.21 per citation. ISP issued 175 DUIs comprising 5.4 percent of all their citations issued during the campaign.

Local Police Agencies

A total of 78 agencies were holiday mobilization grantees, 61 agencies had only one regular grant with DTS, and 35 agencies had multiple grants with DTS. Of the 35 agencies with multiple grants, these agencies had 71 grants with DTS. Refer to **Appendix A (Tables 5 through 7)** to see each agency's enforcement activities and associated costs by grant type. **Table 8** shows the aggregate enforcement activities and their associated costs by grant type.

The 78 holiday mobilization grantees included in this analysis worked a total of 6,102.5 patrol hours and wrote 4,805 citations at a cost of \$259,104.89, or \$42.62 per patrol hour. On

average, one citation was written every 76.2 minutes during statewide enforcement at a cost of \$53.92 per citation. The holiday mobilization plus grantees issued 273 DUIs, which comprised 5.7 percent of all their citations issued during the campaign.

Sixty-one (61) regular grantees contributed 6,886.8 patrol hours to the campaign, issuing 8,121 citations. Regular grantees issued one citation every 50.9 minutes of patrol at a cost of \$46.93 per citation or \$55.34 per patrol hour. These regular grantees issued 186 DUIs, which comprised 2.3 percent of all their citations issued during the campaign.

The remaining 35 agencies with multiple grants conducted 9,044.8 patrol hours and issued 9,769 citations during the YDDYL mobilization. These agencies issued one citation every 55.6 minutes of patrol at a cost of \$46.56 per citation or \$46.56 per patrol hour. These agencies issued 400 DUIs, which comprised two percent of all their citations issued during the campaign.

Table 4: Enforcement Activities and Associated Costs by Type of Grantee

Agency / Grant Type	Patrol Hours	Total Citations	Total DUIs	Percent DUIs	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
IL State Police	4,385.5	3,269	175	5.4%	80.5	\$112.21	\$83.02	\$366,825.40
Holiday Mobilization Grantees (n=78) ¹	6,102.5	4,805	273	5.7%	76.2	\$53.92	\$42.62	\$259,104.89
Regular Grantees with Single Grants (n=61) ²	6,886.8	8,121	186	2.3%	50.9	\$46.93	\$55.34	\$381,095.48
Regular Grantees with Multiple Grants (n=35) ³	9,044.8	9,769	400	8.7%	55.6	\$54.66	\$46.56	\$476,024.34
Total	26,419.5	25,964	1,034	4.0%	61.1	\$57.12	\$56.13	\$1,483,050.11

NOTES:

¹ The Holiday Mobilization Grantees category includes those agencies which received funding to conduct alcohol enforcement through roadside safety checks and/or saturation patrols during the YDDYL mobilization.

² The Regular Grantees with Single Grants category includes those agencies which received funding for only one regular year-long grant from DTS. The total number for each grant is as follows: 40 IMA GE, 5 LAP, 13 MAP, and 3 TLEP.

³ Regular Grantees with Multiple Grants includes those agencies which received funding for multiple grants from DTS. Please refer to **Appendix A - Table 7** for the types of grants each agency had.

Limitations of Enforcement Data

The enforcement data (such as total number of patrol hours and total citations) provided by local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and / or a citation written per X minutes vary substantially across selected local agencies.

For example, based on the cost per patrol hour, DTS reimbursed the Peoria Police Department \$405 for conducting 22.0 patrol hours resulting in a cost of \$18.41 per patrol hour. On the other hand, the Hinsdale Police Department was reimbursed \$4,895 for conducting 68.0 patrol hours resulting in a cost of \$71.99 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed the Peoria Police Department \$405 for writing 24 citations resulting in a cost of \$16.87 per citation issued. On the other hand, the Kewanee Police Department was reimbursed \$3,036 for only issuing nine citations resulting in a cost of \$337.30 per citation issued. Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the Clarendon Hills Police Department issued 88 citations over 49.0 patrol hours resulting in one citation written for every 33.4 minutes of patrol. On the other hand, the Kewanee Police Department issued only nine citations over 84.0 patrol hours resulting in one citation issued for every 560.0 minutes of patrol (see **Table 5**).

Future Plan

In an effort to address the concerns raised in this cost / effectiveness analysis, the Evaluation Unit is proposing to address these issues by taking the following course of action:

1. Conduct an in-depth analysis of the current data to identify those agencies considered as outliers. Since there are several different reasons for the presence of outliers, ranking and identifying outliers among local agencies will be performed separately by taking into account different indicators, such as total patrol hours, number of minutes it took to write a citation, and cost per citation.
2. Provide the list outliers to the local police agencies and ask them to verify their figures and provide reasons for high or low values. There is a possibility that the figures local agencies provided for IDOT are incorrect.
3. Conduct an unannounced audit of the local police agencies to be sure the data are correctly compiled and submitted to IDOT.
4. Based on the findings from the local agencies, develop a proactive plan to improve the timeliness, completeness, accuracy of the data.

EVALUATION

Evaluation

As indicated earlier in this report, an evaluation of the *You Drink & Drive. You Lose.* (YDDYL) campaign includes process measures (e.g., documenting the activities associated with campaign media and enforcement activities) and outcome measures, such as pre and post telephone surveys of Illinois drivers. The pre and post telephone surveys were conducted in order to measure the impact of paid/earned media and enforcement activities on the public's knowledge and attitude toward the mobilization. The surveys were conducted through the Survey Research Office at the University of Illinois at Springfield. In addition to the evaluation of public perception on the campaign, we will conduct an outcome evaluation of the campaign on motor vehicle related injuries and fatalities when the actual crash data become available in the near future.

Overview of Telephone Survey Findings

Telephone surveys showed that the percent of people who indicated that “in the past (thirty) days, they had read, seen, or heard anything about alcohol-impaired driving in Illinois,” increased statewide from 66 percent in June to 69 percent in September. This change was evident among those surveyed in the downstate areas where awareness rose from 63 percent in June to 64 percent in September. Of those telephone respondents who had heard or seen messages about alcohol-impaired driving, by far the greatest exposure source was television (80 percent).

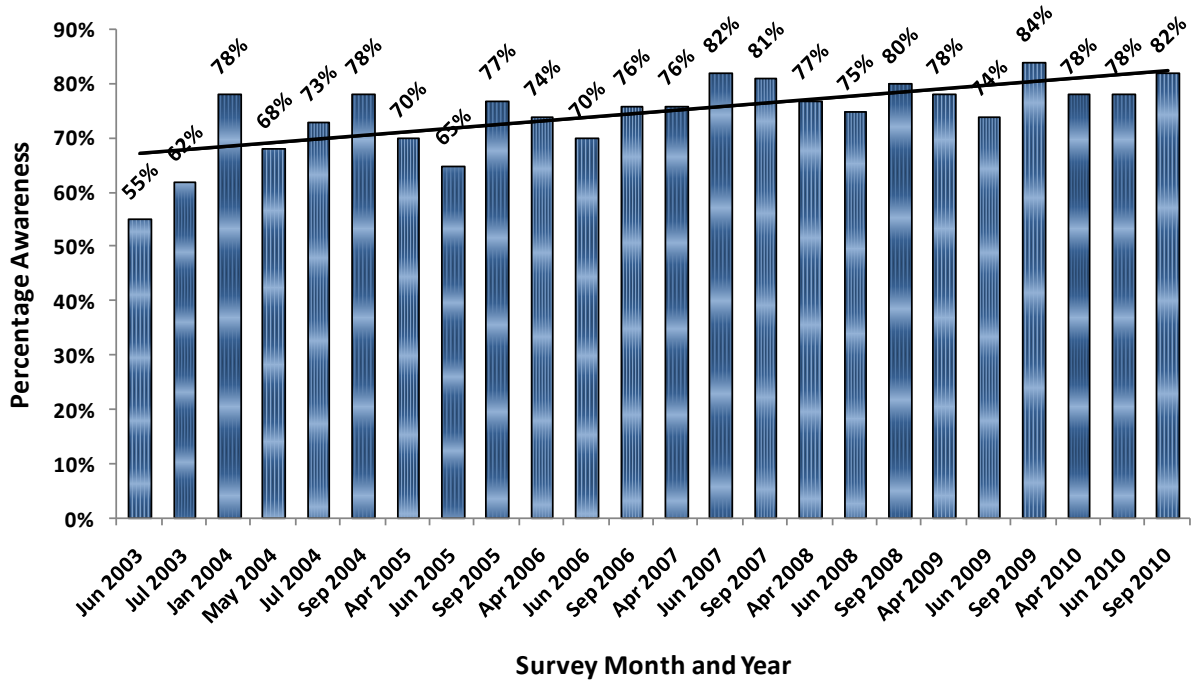
Telephone survey respondents were asked about their awareness of twelve selected traffic safety slogans in June and fifteen selected traffic safety slogans in September. Eight slogans related to drinking and driving. Awareness of the “Drunk Driving. Over the Limit. Under Arrest.” Slogan increased from 36 percent in April to 40 percent in June, but had a slight decrease to 38 percent in September. The “You Drink and Drive. You Lose.” slogan increased from 78 percent in June 2010 to 82 percent in September 2010.

Awareness of the *You Drink & Drive. You Lose.* Slogan: 2003 - 2010

In June of 2003, 55 percent of those surveyed were familiar with the YDDYL slogan. This awareness level rose to 82 percent in the September 2010 survey. **Figure 6** displays the awareness of the YDDYL slogan from 2003 to 2010.

Detailed results of the pre / post telephone survey will be presented in the next section.

**Figure 6: Awareness of You Drink & Drive. You Lose. Slogan in Illinois
(June 2003 through September 2010)**



STATEWIDE TELEPHONE SURVEY

The Illinois Statewide Labor Day 2010 Alcohol Impaired Driving Enforcement Campaign Surveys

Conducted for



Division of Traffic Safety

Conducted by



**Survey Research Office
Center for State Policy and Leadership
University of Illinois Springfield**

Summary Report

Results from the June and September 2010 Surveys
(Supplemented with Selected Findings from the April 2010 Survey)

November 10, 2010

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Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct three statewide telephone surveys from May through September, 2010 relating to either seat belt or DUI-related enforcement and media campaigns. The first survey was conducted in April prior to the Memorial Day weekend; the second was conducted in June, after the Memorial Day weekend; and the third survey was conducted in September, after the Labor Day weekend.

The April survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement and media campaign that took place in a time period surrounding the Memorial Day weekend. The June survey included a full set of both seat belt and DUI-related questions as did the September survey. The September survey took place after a DUI enforcement campaign that took place in a time period surrounding Labor Day weekend. Thus, the April survey served as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, with the June survey serving as a “post-test” for this campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.⁴

Methodology

The sampling methodology for the three surveys was similar to that of other recent telephone surveys on seat belt and DUI initiative topics conducted for IDOT’s Division of Traffic Safety. The state was first stratified into the Chicago metro area and the remaining Illinois counties, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

Field interviewing for the latest September survey was conducted from September 13 – October 13, 2010, with about 630 licensed drivers (607-662).⁵ Field interviewing for the June statewide survey was conducted from June 2 through July 8 with about 580 licensed drivers

⁴ In addition to the statewide surveys, a rural county component was added to both the April and June surveys. This component was not part of the September survey.

⁵ Interviewing was initiated slightly later in September than usual because Labor Day was later than usual, and because part of the Labor Day period media campaign was the issuing of press releases in the week after the enforcement campaign ended.

(560-610). And, field interviewing for the April survey was conducted from March 29 through April 23, 2010, also with about 580 licensed drivers (563-595).⁶

The numbers of completions for each stratification group are presented below for the three surveys. It should be noted that statewide results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

	2010 Seat Belt Pre-Test <u>April 2010</u>	2010 Seat Belt Post-Test / DUI Pre-Test <u>June 2010</u>	2010 DUI Post-Test <u>Sept. 2010</u>
<i>TOTAL</i>	579*	585*	634*
Chicago metro area	344	322	349
<i>City of Chicago</i>	171	162	169
<i>Chicago suburban counties</i>	173	160	180
Downstate counties**	235	267	285
<i>North/central Illinois</i>	117	126	157
<i>Southern Illinois</i>	118	141	128

**These are mid-point numbers between the number who began the interview and the number who completed a full interview.*

***Our goal was to divide the downstate counties sample roughly in half so that, if necessary, we could also analyze by north/central and by southern Illinois.*

The sampling errors for the statewide results for all three surveys is about +/- 4 percentage points (+/- 4.1% for April; +/- 4.1% for June; and +/- 3.9% for September) at the 95th confidence level.⁷ The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.⁸ Replacements were accepted if that designated household member was not available. The average (median) length of the completed interviews was about 10 minutes for the April survey, 12 minutes for the June survey, and 15 minutes for the September survey.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region, gender, age category and education level.⁹ No other weighting has been applied.

⁶ These numbers represent those interviewed for the statewide stratified sample for April and June. There was some attrition during the interviewing. The higher number in each range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

⁷ The sampling errors (and completion numbers) presented here are based on the average between partial and full completion numbers.

⁸ Prior to 2009, we asked to speak to the youngest licensed driver 75 percent of the time – and the driver with the next birthday the other quarter. Because we were finding an increasing under-representation of males and the youngest licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver. This practice accords with recent Pew Research studies.

⁹ The age categories used for weighting purposes are: up to 29 years old; 30s and 40s; and 50 and older. The statewide proportions for each age category were derived from data on the age distribution of Illinois licensed drivers provided by IDOT's Division of Traffic Safety. This is the fifth year that age has been used in the weighting of

Comments on Results

In the results that follow, **we focus on those questions most pertinent to the DUI initiative surrounding the 2010 Labor Day weekend.** We also focus on the statewide and regional results, and on selected results for respondents who had an alcoholic drink in the past 30 days, specifically highlighting the results and changes that occurred in and between the June and September surveys (the DUI initiative “pre-test” and “post-test” surveys). However, we at times comment on the April results when they appear to add understanding to the later results/changes, and sometimes make comparisons with similar surveys conducted in 2009.¹⁰ In this summary report, percentages have often been rounded to integers, and percentage changes (i.e., +/- % within parentheses) refer to percentage point changes unless specifically noted.¹¹

The Excel file. The full results are presented in the **IDOT 2010 Labor Day DUI Survey Tables** file (an Excel file) compiled for the project. Separate worksheets are included for:

- the statewide results;
- the results for statewide respondents who indicated having had an alcoholic drink in the past 30 days (“drinkers”)
- regional results, for the two regions of Chicago metro area and “downstate”;

These worksheets contain relevant results for each of the three surveys, with focus on the June pre-test and September post-test surveys, and include the percentage point changes from the June to the September surveys, and from the April survey to the June survey. They also include a demographic portrait of the group(s) being analyzed.

Demographic characteristics of the June and September samples. Before reporting the DUI-related results, it is worth noting that the weighted June and September 2010 demographic portraits of the two samples are, overall, very similar with regard to the demographic characteristics asked about.

The largest differences are found for the following. All other differences between the two samples are less sizeable.

- The September sample has somewhat more respondents than the June sample who are in households with three licensed drivers (19.9% vs. 12.2%) and

the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directs interviewers to ask to speak to the youngest licensed driver three-quarters of the time. This is the third year that education level has been used in the weighting of responses.

¹⁰ Relevant questions in the April 2010 survey that can be compared were those which asked about: awareness and experience with roadside checks in general; awareness of messages regarding DUI; assessed likelihood of being stopped by a police officer if they had too much to drink to drive safely; evaluations of police presence on highways they usual drive compared with 3 months ago; and evaluations of the likelihood of a driver who had been drinking will be stopped by police compared with 3 months ago.

¹¹ When the decimal is .5, we round to the even integer (except when this would be misleading to the reader – e.g., when reporting differences between two groups). Decimals are sometimes reported when percentage numbers are small and they add to understanding of changes/differences.

slightly fewer who are in households with two licensed drivers (44.8% vs. 48.2%) and in those with more than three licensed drivers (9.1% vs. 13.4%).

- The September sample has slightly fewer respondents than the June sample who report they live in a small town (15.9% vs. 20%) and slightly more who report living in a rural area (10.7% vs. 7.7%).
- The September sample has slightly more respondents than the June sample who report not working now (10.2% vs. 6.0%).
- The September sample has somewhat more respondents than the June sample who did not report on their household income (28.7% vs. 22.5%) and has somewhat more respondents who reported a household income of more than \$100,000 (21.4% vs. 16.8%). The September sample has somewhat fewer respondents who report an annual household income of between \$45,000 to \$60,000 (8.6% vs. 14.6%).

The Results

In the following summary of results for each question, we comment first upon the statewide results, including changes that occurred from June to September. Where applicable, we then summarize the results for those statewide respondents who reported having had an alcoholic drink in the past thirty days. We then summarize the regional findings, focusing on the dichotomous regional breakdown of the Chicago metro area vs. “downstate.”¹² At times, portions of these summaries are omitted either because they lack relevance or because the sub-sample numbers are too small to warrant comment.

Behaviors relating to drinking and driving

Frequency of drinking. *“How often did you drink alcoholic beverages in the past thirty days?”* Statewide, just over half of the September respondents reported having had any alcoholic drink in the past thirty days, just slightly more than in June (53% vs. 52%). *During the remaining portions of this report, we sometimes refer to those who indicated ever having an alcoholic drink in the past thirty days as “drinkers” or “recent drinkers” and their counterparts as “non-drinkers.”*

Examining the more specific responses, about one in twenty September respondents reported drinking every day (5%) while just over one in eight (13%) reported drinking *at least* several days a week. Over one in five (22%) reported drinking either “once a week or less” or “only on weekends.” And, nearly one in five (18%) reported drinking only on celebrations or special occasions. Just over half (53%) reported not having had a drink in the past thirty days.

The September results are close to the June results, with the largest difference being the increase in the proportion who reported drinking everyday. While this proportion basically doubled from June to September (2.5% to 4.9%), it occurred at low levels of frequency.

Among those who indicated having an alcoholic drink in the past 30 days, nearly one-quarter (24%) of the September respondents indicated drinking at least several days a week, with nearly one-tenth saying everyday. About four in ten (41%) reported drinking either “once a week or less” or “only on weekends.” And, just over one-third (35%) indicated drinking on celebrations or special occasions. Overall, the June results are fairly similar to those in September, with somewhat more saying they drink only on celebrations/special occasions (40%) and slightly fewer indicating once a week or less/only on weekends (38%) and at least several days a week (22%). But, as was the case for all respondents, the proportion who indicated drinking everyday did nearly double from June to September (4.7% to 9.2%) among those who indicated having any alcoholic drink in the past 30 days.

Regional results. In the September survey, more Chicago metro area than downstate respondents indicated having an alcoholic drink in the past 30 days (47% vs. 57%). This difference is largely due to more Chicago metro area respondents who indicated drinking at least once a week (15% vs. 7% downstate). Somewhat fewer downstate respondents also

¹² For this report, the Chicago metro area includes the City of Chicago, the rest of Cook County, and the “collar counties” of Lake, McHenry, Kane, DuPage and Will.

indicated drinking once a week or less/only on weekends (19% vs. 24%). Slightly more downstate respondents indicated drinking only on special occasions (21% vs. 17%).

For the Chicago metro area, modest differences from June to September are found in the proportions who said they drink only on special occasions (24% to 17%) and those who said they drink once a week or less/only on weekends (20% to 24%).

For downstate, there is an increase from June to September in the proportion who indicated having a drink in the past 30 days, from 40 percent to 47 percent. This is largely accounted for by the decrease in the proportion who indicated drinking only on special occasions (15% to 21%).

Drinking and driving. ***“Have you ever driven a motor vehicle within two hours after drinking alcoholic beverages?” [For the 53% (June) and 47% (September) who indicated they drank alcoholic beverages in the past thirty days.]*** About one-quarter (25%) of the 53 percent of September respondents who reported drinking alcoholic beverages in the recent past reported they had driven a motor vehicle within two hours after drinking during this time period. This is slightly higher than the respective proportion of such drivers who said so in June (22%). *For the entire samples*, these results translate into just over 13 percent who did so in September and just over 11 percent who did so in June.

Regional results. In September, the percent of *drinkers* who reported having recently driven within two hours after drinking an alcoholic beverage is greater in the Chicago metro area (26%) than in downstate (22%). In June, more downstate drinkers indicated such (29% vs. 19%).

When these regional results are translated into proportions of all sample members, we find that the percent who reported that, in the past thirty days, they had driven within two hours after drinking increases in the Chicago metro area (11% to 15%), but declines slightly in the downstate counties (12% to 10%).

Number of times. ***“About how many times [in this time period] did you drive within two hours after drinking?” [For the approximate 14% of total sample members in each survey who had an alcoholic beverage in the recent past and who indicated they had driven a motor vehicle after drinking during this time.]***

For those who had driven a motor vehicle within two hours of drinking in the recent past, over four in ten (43%) of the September respondents reported doing so once, just less than one in five (18%) reported doing it twice, and nearly the same number (17%) reported doing it three or four times. About 4 percent reported doing it more than this. About 6 percent indicated they did not know or did not answer the question.

While somewhat more September than June respondents indicated doing so once (43% vs. 38%), a greater number of September than June respondents also indicated doing so 5 times or more (15.5% vs. 4%). Fewer September respondents indicated do so two times (18% vs. 33%), and just slightly fewer September respondents said they had done it 3 or 4 times (17% vs. 20%). It should be noted that these results here are based on about 65 to 85 respondents in each of the two survey comparison groups (i.e., the sampling error for each subgroup is more than +/- 10%).

Number of drinks on last occasion. ***“On the most recent occasion (driving within two hours of drinking), about how many drinks did you have?” [For the approximate 14% of total***

sample members who indicated they had driven within two hours of drinking in the past month.]

About one-third (32%) of the relevant respondents in the September survey reported having had one drink, and about half (49.5%) reported having had two drinks. About one in ten (10.5%) reported having had three or four drinks, and only 4 percent reported having had five or more drinks. About 4 percent did not know or did not answer the question.

Compared to June, more September respondents reported having had one or two drinks (82% vs. 63%), and fewer of them reported having had 3 drinks or more (14% vs. 33%). Again, it should be noted that these results are based on about 65 to 85 respondents in each of the two survey comparison groups (i.e., the sampling error for each subgroup is more than +/- 10%).

Frequency drive when too much to drink. “About how many times [in this time period] did you drive when you thought you had too much to drink?” [For those who indicated they have had an alcoholic drink in the past 30 days – 53% of the June sample and 52% of the September sample.]

In the September survey, 85 percent of those asked the question (those who indicated they had drank an alcoholic drink in the past thirty days) reported never having had too much to drink when they drove in the past thirty days. Nearly one in twenty (4.7%) said they had done this once while only a few said more than once and about 10 percent said they did not know or did not answer. The results for June are very similar.

By region, we find a small increase from June to September in the proportion who reported never having driven after drinking too much in the past 30 days in the Chicago metro area (83% to 86%). However, for downstate respondents, we find a small decrease in this proportion (87% to 83%) and an increase in those who say they have done this once (6% to 12%).

Assessed trend in personal drinking and driving. “Compared to three months ago, are you now driving after drinking: more often, less often, or about the same?” [For those who indicated they have had an alcoholic drink in the past 30 days – 53% of the June sample and 47% of the September sample.]

The percent who indicated they are driving after drinking less often now, compared to three months ago, is about the same in September and June (8-9%) as are the few who said more often now (1%). The proportion who said “about the same” is greater in September (21% vs. 14%), while the proportion who did not answer is greater in June (10% vs. 4%).

By region. In September, the percent of relevant respondents who said they “never drive after drinking” is somewhat higher downstate than in the Chicago metro area (72% vs. 66%). But in June, this was reversed (67% for the Chicago area; 63% for downstate).

For the Chicago area, more September than June respondents said they were doing this “the same” (24% vs. 13%) while slightly/somewhat fewer said they never do this (63% vs. 67%) or did not answer (6% vs. 11%).

For downstate, somewhat more September than June respondents said they never do this (72% vs. 66%), and slightly more also said they have done this “more often” (4% to 1%). Fewer September than June respondents did not answer (1% vs. 6%).

Perceptions of and attitudes about police presence and enforcement

Perceptions of DUI enforcement. Three questions in the interview solicited respondents' perceptions about general police presence on roads and police enforcement of DUI laws. In the first question, respondents were asked how likely it is they would be stopped if they drove after having too much to drink. In the second question, respondents were asked about the relative frequency they see police on the roads they drive (compared to three months ago). And, in the third question, respondents were asked another relative question, this time regarding how likely it is that a driver who had been drinking will be stopped, compared to three months ago.¹³ (Also see the next section for questions specifically relating to roadside checks.)

Police enforcement of drinking laws -- a hypothetical, personalized-wording question. *"If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?"* For the results of this question, we will focus on the results for those respondents who gave a substantive answer to the question.¹⁴

Of relevant September respondents statewide, about 16 percent said that being stopped by police would be "almost certain," and about one-third (34%) said it would be "very likely." Three in ten (30%) said it would be "somewhat likely," while about one in five (20%) said it would be either "somewhat unlikely" (13%) or "very unlikely" (7%).

The proportion who indicated either "almost certain" or "very likely" is 50 percent in September, just slightly higher than the 46 to 47 percent who said so in June and April. And, the proportion who indicated either "somewhat unlikely" or "very unlikely" is only slightly greater in September as it was in June and April (20% vs. 17-18%).

*Among recent drinkers who gave a substantive response,*¹⁵ the percent who indicated that their likelihood of being stopped is either "almost certain" or "very likely" is about the same in both June and September (44% and 45%, respectively). The percent who indicated this chance is either "somewhat unlikely" or "very unlikely" actually increases, but just slightly (18% to 21%). The percent who said "somewhat likely" decreased somewhat, from 38 percent in June to 34 percent in September.

In terms of regions – and among those giving substantive responses, the combined percent who said "almost certain" or "very likely" is slightly higher downstate than in the Chicago metro area for the three 2010 surveys: 53% vs. 48% in September; 47% vs. 45.5% (so,

¹³ Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

¹⁴ In each of the 3 surveys, about 2 to 3% said "don't know" or refused to answer. In April and June, another 28-29% were coded as "not drinking so they cannot relate to the question," but this was a lower 18% for the September survey. For future surveys of this sort, it might be better not to personalize the question. That is, instead of asking, "if you drove after having too much to drink ...," it might be better to ask respondents how likely police are to stop drivers who do this behavior. This is in line with the wording of the third question in this section. However, our wording is based on suggested federal guidelines here.

¹⁵ Interestingly, some respondents who indicated having had a drink in the past 30 days responded that they do not drink so cannot answer the question (16% in June; 8% in September). It is likely that some, if not many, of these respondents were indicating that they never drink and drive so they could not answer the question. These respondents are omitted from the results reported in this section.

very similar) for June; and 50% vs. 45% for April. In all three surveys, somewhat more in the Chicago metro area indicated this would be either “somewhat” or “very” unlikely: 21% vs. 17% in September; 20% vs. 11% in June; and 20% vs. 15% in April.

Police presence on roads. “ Compared with three months ago, do you see police on the roads you normally drive more often, less often, or about the same? ”

More than 60 percent (64%) of the September respondents reported seeing police “about the same” on the roads they normally drive compared with three months ago, while about 30 percent said they see police “more often” and 5 percent said “less often.” The June results are very similar. Both September and June show greater percentages of respondents saying they see police “more often” than was the case in April (28-30% vs. 22%).

Among recent drinkers, the June and September results for this question are also very similar. About three in ten indicated seeing police “more often,” about 4 to 5 percent indicated seeing them “less often,” and about 65 to 66 percent indicated seeing them about the same.

By region, the percent who said they see police “more often” compared to three months ago is in the range of 27 to 31 percent for both regions and for both the September and June surveys. In April, one-quarter (25%) of the downstate respondents indicated such while 20 percent did so in the Chicago metro area.

Police enforcement of drinking laws -- comparative, general evaluation. “ Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same? ”

In September, the statewide percent who said “more likely to be stopped” is nearly one-third (32%) while the proportion who said “about the same” is about six in ten (62%). Few said “less likely” (2%). Again, the June results are very close to these September results. April respondents differ only somewhat, with somewhat fewer saying “more likely to be stopped” (27% vs. 31-32%) and somewhat more saying “less likely” (6% vs. 2%).

Among drinkers, the June and September results are also similar. Nearly three in ten said they are “more likely” to be stopped by police, quite only 2 to 3 percent said “less likely.” And, about two-thirds said “about the same.”

By region, the percent who said that a driver who had been drinking is “more likely” to be stopped by police compared to three months ago is just over one-third in both June and September for downstate respondents (34-35%), up from 30 percent in April. In Chicago, this percent is 30 percent in both June and September, up from 25 percent in April.

Evaluations of penalties given to DUI offenders

Two questions in the interview solicited respondents' evaluations of the penalties given to DUI offenders. One dealt with first offenders, and the other dealt with repeat offenders.¹⁶

Evaluations of penalties for first offenders. *"Do you think the penalties given to drivers your area who are guilty of their first offense for alcohol-impaired driving are: too lenient, too harsh, or about right?"*

By a margin of 46 percent to 26 percent, a plurality of the September statewide respondents reported the penalties for first offenders are "about right" as opposed to "too lenient." Only 7 percent said they were "too harsh," and over one in five (21%) did not express an opinion. These results are very close to those found in the September 2009 survey.

And, just to note, the June 2009 results are quite close as well. Compared to June 2009, both the September 2010 and September 2009 surveys showed only slightly fewer respondents who said penalties are "too lenient" (26% vs. 29.5% in June 2009) and slightly fewer who said the penalties are "about right" (42% vs. 45%).

Among drinkers, the margin saying penalties are "about right" over "too lenient" is 47 percent to 21 percent. Nearly one-tenth say "too harsh." Just over one in five (22%) don't know or do not express an opinion. For every category of response, these results are within 2 to 3 percentage points of the results found in both June and September 2009.

Analysis of September 2010 results by region. Opinions about the penalties that should be given to first-time offenders do not differ much by region. For instance, the proportion who said the penalties are "about right" is 45 percent in the Chicago area and 48 percent downstate, and the proportion who said the penalties are "too lenient" are 27 percent for the Chicago area and 25 percent for downstate.

Evaluations of penalties for repeat offenders. *"Do you think the penalties given to repeat offenders of alcohol-impaired driving are: too lenient, too harsh, or about right?"*

The results are almost reversed when we move from the question about penalties given for first offenders to this question about repeat offenders. Here, by a margin of 46 percent to 33 percent, a plurality of the September respondents is found to believe that penalties are "too lenient" as opposed to "about right." Hardly any (2%) said "too harsh" while nearly one in five (19%) did not express an opinion. These results are not far from the results found one year ago, in the September 2009 survey. Only slightly more September 2009 respondents said that penalties are "too lenient" (48% vs. 46% in 2010), while somewhat fewer of them said the penalties are "about right" (28% vs. 33% in 2010). And, somewhat more of the 2009 respondents did not know or did not answer (23% vs. 19% in 2010). And, just to note, only small differences were found last year between the September and June surveys. In fact, the June 2009 survey results are even closer to the most recent results than are the September 2009 results.

Among recent drinkers, a slightly smaller plurality said that penalties are "too lenient" over "about right" (43% vs. 35%). Only 3 percent said "too harsh." Nearly one in five (19%) did

¹⁶ These questions were asked for the first time in the 2004 surveys.

not express an opinion. The recent proportion (43%) saying “too lenient” is a somewhat less than that found in either June 2009 (47%) or September 2009 (49%). The recent proportion saying “about right” (35%) is very similar to that found in June 2009 (34%) but higher than that found one year ago (27%).

Analysis of September 2010 results by region. More downstate respondents said the penalties are “too lenient” than did Chicago metro respondents (51% vs. 43%), while somewhat fewer if they did not express an opinion (16% vs. 20%).

Roadside safety checks

Respondents were asked about their awareness and experience with roadside safety checks in general. Later in the survey instrument, they were asked about their awareness and experience with safety checks whose primary purpose was to check for alcohol-impaired driving.

It should be noted that this departs a bit from the national survey template. This was done intentionally for reasons of obtaining comparable Illinois trend data and because Illinois roadside checks are somewhat different than those in many other states.¹⁷

General roadside safety-check questions

Awareness of roadside safety checks. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” is about one-third in the September survey, down from just over 40 percent (41%) in June but up from 24 percent in April.¹⁸

Among recent drinkers, awareness of roadside safety checks is just under one-third (31%) in September, down from just over 41 percent in June.

Analysis by region. The level of reported awareness of roadside safety checks in September is greater downstate than in the Chicago area (38% vs. 30%), as was the case in both the June (44% vs. 39%) and April surveys (27% vs. 22%).

Sources of awareness. *Of those who had seen or heard anything about roadside safety checks,* the September percentages for those who had seen/heard about them through the various sources is greatest for newspapers (30%) followed by television (26%), friends and relatives (24%) and then radio (17%). In June, exposure through television (26%) and radio (26%) was slightly ahead of newspapers (24%), with friends and relatives trailing (18%).

¹⁷ In terms of obtaining comparable data, we had asked the general roadside check question in surveys for the past several years. The wording itself is a bit different from the national template because of the nature of Illinois roadchecks, checking vehicles which pass through a roadcheck for all possible traffic violations. To make the Illinois data comparable, we added a later question which asked about road safety checks which appeared to be primarily targeted for alcohol-impaired driving. We believe these questions reflect the actual situation in Illinois while also giving us comparable data.

¹⁸ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

Among all relevant 2010 statewide respondents, *those who mentioned newspapers* were far more likely to say they had heard of the safety checks from news stories than from advertisements (83% vs. 15% in September; 82% vs. 19% in June). *For those who mentioned television*, exposure through news stories is also more common than exposure through advertisements for both the September and June surveys (70% vs. 44% for September; 60% vs. 43% for June). *For those who mentioned radio*, we find that equal exposure through news stories and advertisements in September (54% each, but n is only 36) and greater exposure through news stories in June (61% vs. 49% for commercials).

Among recent drinkers who reported awareness of the roadside checks in the September survey, exposure through friends/relatives (26%) and newspapers (25%) were most frequent followed by exposure through television (19%) and radio (16%).

An analysis of the *regional source-of-exposure results for September respondents who were aware of these roadside checks* finds that relevant Chicago area respondents are distributed across a series of sources. Friends/relatives (22%) and television (20%) are somewhat more frequently mentioned than are newspapers (16%). Radio follows (12%). One-quarter mention an other source.

For downstate respondents in September, about half reported being exposed through newspapers (50%) while less than four in ten reported being exposed through television (37%). About one-quarter indicated exposure through friends/relatives (26%) and radio (25%). Just over one in ten (12%) mentioned some other source.

Personally seeing roadside checks. *Of those who had seen or heard anything about roadside safety checks*, the statewide percent who indicated they had personally seen such checks is just slightly more in September (52%) than in June (49%). The April proportion is actually higher than both (56%).

Among those recent drinkers who were aware of roadside safety checks, the incidence of personally seeing a check increased from 50 percent in June to 58 percent in September.

Analysis among those who were aware of roadside safety checks by region. The percent of applicable respondents who said they had personally seen a check increased from 58 percent in June to two-thirds (68%) in September for Chicago area respondents. It was also two-thirds in April. In the downstate area, this percentage is much lower and also slightly declines from June to September (34% to 30%). The downstate percentage was higher in April (38%).

When these results are based on all sample members (and not just those aware), we find the percent who have seen a roadside safety check increased from about one in eight in April (13%) to 20 percent in September and just over 17 percent in September.

Among all sample members who are recent drinkers, the percent who said they had personally seen a roadside safety check declined just slightly from June to September, from 21 percent to 18 percent.

Analysis by region. Again, when the percent is based on all sample members (and not just those who were aware), the percent of Chicago metro area respondents who reported personally seeing a roadside check is quite stable at 22 percent in June and 21 percent in September – both higher than the 15 percent found in April. In downstate, about one in ten

reported seeing a roadside check in April and September (10% and 11%), less than the 15 percent who said so in June.

Personally going through a roadside check. When *those who had personally seen a roadside check* were asked whether they have “personally been through a roadside check in the past (thirty) days, either as a driver or as a passenger,” around 60 percent indicated they had – slightly fewer for the April (57%) and September (59%) surveys and somewhat more for the June survey (64%).

Calculated on the basis of all sample members, this translates into just over 7 percent who said they have recently been through a roadside check in the April survey (7%) and 9 to 10 percent for the September and June surveys.

Among recent drinkers who had personally seen a roadside check, the percent who said they had actually gone through a check decreased somewhat from 67 percent in June to 58 percent in September. *But, based on all sample members who are recent drinkers*, the percent who indicated having gone through a check is found to be virtually the same in June and September, at just over 10 percent.

By region. Among those who had personally seen a roadside check, the proportion who reported actually going through a check is slightly greater in the Chicago area than downstate for the September survey (60% vs. 54%). This difference is even greater for the June survey (69% vs. 50%). But, the percentages are very similar for the April survey (56-58%). *Based on all sample members*, we find that the percent of Chicago area respondents indicating they had actually been through a check rises just slightly from 10 percent in April to 13 to 14 percent in June and September. For downstate, this percentage is in the range of 3 to 5 percent across the three surveys.

Drinking-related roadside check questions (later in the interview)

Awareness of “DUI” roadside safety checks. The percent who indicated that, “*in the past (thirty) days,*” they had “*seen or heard anything about the police setting up roadside safety checks that were used primarily to check for alcohol impaired driving,*” is just over one-quarter (27%) for the September 2010 respondents.¹⁹ This is just slightly fewer than indicated such one year ago (29% for September 2009). And to note, in 2009, this awareness had increased from 22 percent in June.

Among recent drinkers, nearly three in ten (29%) indicated hearing or seeing anything about setting up these kind of roadside checks. This result is very similar to that found one year ago (30%). To note, the September 2009 result showed somewhat greater awareness than did the June 2009 level (25%).

By region. In September, about one-third (33%) of downstate respondents said they had seen/heard of these roadside checks compared to nearly one-quarter of Chicago metro area respondents (24%).

¹⁹ This question was not asked in the June 2010 survey. So, we offer comparisons with the results from one year ago (both September and June). This question will be in the upcoming June 2011 survey.

Personally going through these roadside checks. *Of those who had seen/heard of such roadside checks*, the percent of those who indicated “*having personally gone through [these] checks*” is nearly one in five (19%), also very close to that found one year ago (18% in September 2009). In June 2009, this percentage had been just slightly higher (22%). These results translate into about 5 percent of all sample members for the September 2010, September 2009 and June 2009 surveys.

Among recent drinkers who had seen/heard of these checks, the proportion who indicated they personally had gone through such safety checks is between one in four and one in five (23%). This translates into nearly 7 percent (6.6%) of their total number in the sample. The latter is slightly greater than that found in either June 2009 (4.7%) or September 2009 (3.8%).

By region -- for those who have heard of the roadside checks, we find that nearly one-quarter (24%) of the Chicago area respondents indicated going through roadside checks compared to just over one in ten (11%) for downstate respondents. *When translated into an incidence based on all sample members*, we find a very small difference (5.7% for Chicago area; 3.5% for downstate).

Messages about alcohol-impaired driving

Awareness of messages about alcohol-impaired driving. The percent who indicated that, “*in the past thirty days*,” they had “*read, seen or heard anything about alcohol impaired driving in Illinois*,” is nearly 70 percent (69%) in the September 2010 survey, slightly more than the two-thirds (66%) found in June and up from just over 60 percent (62%) found in April.

Among recent drinkers, awareness of these messages was found to increase from 64 percent in June to 72 percent in September.

By region. In the Chicago metro area, we find a slight increase in reported exposure to these messages from June to September (67% to 69%), up from 61 percent in April. Downstate, we find an increase from 63 to 64 percent in April and June to 69 percent in September.

Sources of messages. *Of those who had seen or heard such messages*, by far the greatest exposure source in September is found for television (80%). This was followed by billboards/bus signs (60%) and then by radio (46%), newspapers (44%) and posters/bumper stickers (41%). Friends/relatives (21%) came next followed by brochures (18%).

Respondents who said they were exposed through television, radio, or newspapers were asked whether this was through a commercial/advertisement, through a news program or story, or something else. For newspapers, relevant respondents were primarily exposed through news stories rather than commercials (82% vs. 29%). For radio, relevant respondents

more frequently identified advertisements rather than news stories in both surveys (73% for ads vs. 44%). And the same is true for television (77% for ads vs. 46%).²⁰

For recent drinkers who indicated awareness of these messages in the September survey, we also find that television is the most frequent source of exposure (79%) followed by billboards/bus signs (63%). These are followed by radio (51%), newspapers (44%), and posters/bumper stickers (43%). Friends/relatives (22%) as a source are next and finally brochures/pamphlets (14%). About one in eight (13%) mentioned an other source.

The following presents September *results by region* and *based on those who are aware of any messages*.

For the Chicago area, exposure through television is most frequent (82%) followed by exposure through billboards or bus signs (63%). Next are exposure through radio (50%), posters or bumper stickers (44%) and newspapers (42%). Following this are friends and relatives (20%) and brochures or pamphlets (18%). About one in ten (11%) percent mentioned an other source.

For the downstate area, exposure through television is most frequent (75%) followed by exposure through billboards or bus signs (55%), newspapers (46%), radio (40%) and posters or bumper stickers (37%). These are followed by friends and relatives (23%) and brochures or pamphlets (17%). About 15 percent mentioned an other source.

Reported trend in number of messages. *Those who said they were exposed to messages about alcohol impaired driving* (69% of the September sample; 66% of the June sample; and 62% of the April sample) were asked whether “the number of messages that [they] have seen or heard about alcohol impaired driving in the past (thirty) days is more than usual, fewer than usual, or about the same as usual.”

In September and June, about one in five of the statewide respondents said the number of messages they had seen/heard “more than usual” (22% in June; 19.5% in September), up from 13 percent in April. About three-quarters of the September respondents said the number is “about the same” (75% in June; 77% in September), down somewhat from 80 percent in April. And, although always infrequent, the percent who said “less than usual” is higher in April than in June and September (5%, 1% and 3%, respectively).

Among recent drinkers who had seen/heard of these messages, the proportion saying “more than usual” decreased from June to September (21% to 15%) while the proportion saying “about the same as usual” increased (78% to 82%). Few said “less than usual” in either survey (1%-3%).

By region. Again, among respondents who had seen/heard of these messages, the Chicago metro area percentage who indicated the number of messages they had seen was “more than usual” increased from 12 percent in April to about one-fifth in June and September (20% and 19%). For applicable downstate respondents, the percent saying “more than usual” increased from 15 percent in April to between one-fifth and one-quarter in June and September (24% and 21%, respectively).

²⁰ Note that percentage results for commercials and news stories can add to more than 100 percent because respondents could indicate they were exposed through both types.

Awareness of selected traffic safety slogans

The question. Respondents were asked about their awareness of selected traffic safety “slogans,” asked in a random order. April and June respondents were asked about 12 selected slogans while September respondents were asked about 15 slogans. Eight are related to drinking and driving, with two of the eight having been used in recent media campaigns: **“You drink and drive. You lose.”** (or its variant, “You drink. You drive. You lose”);²¹ and **“Drunk driving. Over the limit. Under arrest.”**

The September results. The following Table S-1 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the two most recent slogans which are in non-italic bold.

This table shows that the *“You drink and drive. You lose”* slogan ranks second in awareness level, at more than 80 percent and virtually tied with an older DUI-related slogan, “Friends don’t let friends drive drunk.” The only slogan above these in awareness is “Click It or Ticket” (at 92%). The more recent slogan, “Drunk driving. Over the limit. Under arrest” is seventh in awareness, at nearly 40 percent.

Further analyses for two DUI-related slogans: “You Drink and Drive. You Lose” and “Drunk driving. Over the limit. Under arrest.” We focus here on the two major slogans used in recent campaigns, “You drink and drive. You lose,” and on the more recent “Drunk driving. Over the limit. Under arrest” slogan. (See Table S-2.)

April to September trends. Statewide, reported awareness of the **“You drink and drive. You lose” slogan** is basically stable from April to June at about 78 percent. It then increases to nearly 82 percent in September.

Among recent drinkers, the awareness level increased from 81 percent in June to 85 percent in September, both levels slightly greater than for the state as a whole.

By region. While the downstate awareness of this slogan is slightly lower than the Chicago metro awareness in April (76% vs. 80%), the trends are quite similar in the two regions – with small increases or decreases in awareness from April to June followed by very modest increases in awareness of about 4 percentage points from June to September. In September, awareness is 81 to 82 percent in both regions.

Statewide, reported awareness of the **“Drunk driving. Over the limit. Under arrest” slogan** increased about 4 percentage points from April (36%) to June (40%). From June to September, awareness then decreased just slightly to 38 percent.

Among recent drinkers, the awareness level decreased slightly, from 40 percent in June to 36 percent in September. Both are in the range of recent findings for respondents as a whole.

²¹ It appears that the wording of the first of these slogans has alternated over the years and over varying formats and communication modes between “You drink and drive, you lose” and “You drink. You drive. You lose.” Currently, both variants of this slogan can be seen in Illinois. We have used the first wording for the 2007 through the most recent telephone surveys.

For this slogan, there are differences in the trends *in the two regions*. In the Chicago area, awareness of this slogan increased by 5 percentage points from April to June (34% to 40%) and then decreased by 6 percentage points to 33 percent in September, about the same as recorded in April. In downstate Illinois, awareness of this slogan increased by only 1 percentage point from April to June (38% to 40%) but then increased by 7 percentage points, to 47 percent, in September. So, in September, awareness of this slogan downstate was substantially greater than in the Chicago metro area.

The 2002 through 2010 trends. Because there were media/enforcement campaigns going back to calendar year 2002 for which we have awareness information for numerous selected traffic safety slogans and for both seat belt-related and DUI-related campaigns, it is worth presenting the full cross-sectional trend results. These are presented in Tables S-3A and S-3B, according to the level of awareness in the September 2010 survey. The two DUI-related slogans focused upon above are in bold. The September 2010 awareness level for the “You drink and drive. You Lose” slogan of 82 percent is just short of the greatest awareness recorded for this slogan, 84 percent one year ago. And, the September 2010 awareness level for the “Drunk driving. Over the limit, under arrest” slogan of 38 percent is also just short of the levels recorded one year ago (41%) and in June of this year (40%).

Table S-1: Awareness Levels in September 2010

Order	Slogan	Sept level
1	Click It or Ticket	91.7%
2	You drink and drive. You lose.	81.7%
3	<i>Friends don't let friends drive drunk</i>	81.5%
4	<i>Drive smart. Drive sober.</i>	55.3%
5	<i>Police in Illinois arrest drunk drivers</i>	52.6%
6	Buckle Up America	46.9%
7	Drunk driving. Over the limit. Under arrest	38.0%
8	<i>Cells phones save lives. Pull over and report a drunken driver</i>	33.3%
9	<i>Wanna drink and drive, police in Illinois will show you the bars</i>	25.4%
10	<i>Drink and drive? Police in Illinois have your number</i>	21.1%
11	Children in back	19.5%
12	Start seeing motorcycles	46.3%
13	Rest area = text area	16.4%
14	55 still the law for trucks in Chicago area	14.0%
15	CSA 2010: Get the facts, know the law – what's your score?	8.5%

Table S-2
Awareness of Two DUI-Related Slogans*

Region	April 2010 Survey	June Pre- test	April to June diff.*	Sept Post-Test 2010	June to Sept. diff.*	Total Diff.
Slogan: You drink and drive. You lose.						
STATEWIDE	78.4%	77.6%	-0.8%	81.7%	+4.1%	+3.3%
Chicago Metro	79.8%	77.7%	-2.1%	81.9%	+4.2%	+2.1%
Downstate	75.8%	77.5%	+1.7%	81.3%	+3.8%	+5.5%
Slogan: Drunk driving. Over the limit. Under arrest.						
STATEWIDE	35.6%	39.6%	+4.0%	38.0%	-1.6%	+2.4%
Chicago Metro	34.2%	39.6%	+5.4%	33.3%	-6.3%	-0.9%
Downstate	38.3%	39.6%	+1.3%	46.8%	+7.2%	+8.5%

*These are percentage *point* increases/decreases.

Table Slogans - 3
Awareness of Selected Traffic Safety Slogans, April 2002 through September 2010
(April 2002 through September 2005 Portion)

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03	Jan '04	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%

*Prior to the June 2003 Post-test survey, this was one slogan.

Table Slogans - 3
Awareness of Selected Traffic Safety Slogans, April 2002 through September 2010
(April 2005 through September 2010 Portion)

Slogan	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09	Apr '10	Jun '10	Sept '10
Click It or Ticket	81%	91%	87%	84%	91%	88%	89%	94%	90%	89%	91%	92%	88%	91%	90%	93%	93%	92%
You drink and drive. You lose	70%	65%	77%	74%	70%	76%	76%	82%	81%	77%	75%	80%	78%	74%	84%	78%	78%	82%
Friends don't let friends drive drunk	86%	82%	80%	86%	82%	80%	84%	84%	83%	80%	83%	83%	80%	79%	75%	77%	83%	82%
Drive smart, drive sober	60%	57%	57%	54%	60%	56%	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%
Police in Illinois arrest drunk drivers*	53%	47%	51%	49%	45%	49%	50%	52%	53%	52%	49%	50%	51%	46%	44%	55%	51%	53%
Buckle Up America	52%	45%	45%	50%	50%	46%	48%	47%	44%	38%	46%	44%	43%	44%	42%	43%	39%	47%
Start Seeing Motorcycles	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	34%	49%	46%
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	29%	24%	27%	26%	26%	35%	33%	29%	41%	36%	40%	38%
Cell phones save lives. Pull over and report a drunk driver.	35%	40%	37%	37%	34%	39%	31%	37%	34%	35%	31%	30%	31%	27%	26%	37%	35%	33%
Wanna drink and drive, police in Illinois will show you the bars*	29%	21%	25%	23%	24%	22%	23%	26%	20%	23%	22%	16%	27%	26%	25%	20%	21%	25%
Drink and drive? Police in Illinois have your number	22%	19%	18%	20%	19%	21%	20%	20%	19%	22%	20%	20%	23%	23%	20%	22%	27%	21%
Children in back	20%	22%	18%	22%	19%	19%	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%
Rest Area = Text Area	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	16%
55 still the law for trucks in Chicago area	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	14%
CSA 2010: Get the Facts, Know the Law – What's your score?	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	8%

*Prior to the June 2003 Post-test survey, this was one slogan.

APPENDIX A
Statewide Enforcement Activities and Associated Costs

TABLE 5: HOLIDAY MOBILIZATION ONLY GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
Addison	158.0	177	32	18.1%	11	6.2%	53.6	\$38.61	\$43.25	\$6,833.50
Algonquin	57.0	59	3	5.1%	2	3.4%	58.0	\$63.58	\$65.81	\$3,751.34
Alsip	38.0	17	0	0.0%	3	17.6%	134.1	\$97.05	\$43.42	\$1,649.91
Arlington Heights	121.0	149	2	1.3%	3	2.0%	48.7	\$48.32	\$59.50	\$7,199.88
Barrington	41.0	28	0	0.0%	2	7.1%	87.9	\$86.54	\$59.10	\$2,423.10
Bartonville	55.0	40	1	2.5%	0	0.0%	82.5	\$50.68	\$36.86	\$2,027.21
Bradley	82.0	101	5	5.0%	7	6.9%	48.7	\$38.87	\$47.88	\$3,926.26
Canton	48.0	47	1	2.1%	3	6.4%	61.3	\$36.77	\$36.00	\$1,728.00
Chatham	49.0	20	1	5.0%	6	30.0%	147.0	\$81.14	\$33.12	\$1,622.78
Clarendon Hills	49.0	88	22	25.0%	1	1.1%	33.4	\$33.52	\$60.19	\$2,949.33
Countryside	42.0	34	7	20.6%	0	0.0%	74.1	\$68.47	\$55.43	\$2,327.99
Crystal Lake	90.0	37	4	10.8%	4	10.8%	145.9	\$107.26	\$44.10	\$3,968.66
Crystal Lake Park District	102.0	76	3	3.9%	4	5.3%	80.5	\$38.19	\$28.46	\$2,902.50
Des Plaines	291.0	245	46	18.8%	14	5.7%	71.3	\$69.97	\$58.91	\$17,142.38
DuPage County	179.0	57	5	8.8%	4	7.0%	188.4	\$147.60	\$47.00	\$8,413.00
East Dundee	85.0	144	14	9.7%	8	5.6%	35.4	\$22.00	\$37.26	\$3,167.50
East Hazel Crest	78.0	58	8	13.8%	6	10.3%	80.7	\$50.97	\$37.90	\$2,956.50
Elk Grove Village	137.0	38	1	2.6%	1	2.6%	216.3	\$189.13	\$52.46	\$7,186.82
Evanston	284.0	226	11	4.9%	15	6.6%	75.4	\$36.22	\$28.83	\$8,186.64
Flora	141.0	55	5	9.1%	3	5.5%	153.8	\$96.21	\$37.53	\$5,291.49
Forest Park	75.0	1	0	0.0%	1	100.0%	4,500.0	\$2,880.00	\$38.40	\$2,880.00
Grandview	35.0	15	0	0.0%	3	20.0%	140.0	\$45.17	\$19.36	\$677.50
Grayslake	42.5	36	2	5.6%	4	11.1%	70.8	\$66.28	\$56.14	\$2,385.96
Grayville	48.0	5	1	20.0%	1	20.0%	576.0	\$218.21	\$22.73	\$1,091.04
Gurnee	117.0	130	13	10.0%	9	6.9%	54.0	\$22.20	\$24.67	\$2,885.99

TABLE 5: (Continued)

Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
Hampton	40.0	11	0	0.0%	1	9.1%	218.2	\$80.97	\$22.27	\$890.70
Hanover Park	63.0	49	3	6.1%	3	6.1%	77.1	\$64.03	\$49.80	\$3,137.59
Harwood Heights	124.0	63	10	15.9%	1	1.6%	118.1	\$57.67	\$29.30	\$3,633.00
Hebron	44.5	37	0	0.0%	0	0.0%	72.2	\$36.08	\$30.00	\$1,335.00
Hinsdale	68.0	61	0	0.0%	3	4.9%	66.9	\$80.25	\$71.99	\$4,895.32
Itasca	24.0	28	0	0.0%	2	7.1%	51.4	\$37.22	\$43.43	\$1,042.24
Jerome	79.0	88	14	15.9%	8	9.1%	53.9	\$18.97	\$21.13	\$1,669.17
Kewanee	84.0	9	3	33.3%	0	0.0%	560.0	\$337.30	\$36.14	\$3,035.69
Leland Grove	128.0	159	90	56.6%	1	0.6%	48.3	\$27.44	\$34.09	\$4,363.45
Lemont	162.0	231	21	9.1%	9	3.9%	42.1	\$43.10	\$61.46	\$9,955.91
Lisle	87.0	40	0	0.0%	5	12.5%	130.5	\$126.91	\$58.35	\$5,076.45
Lockport	60.0	66	3	4.5%	7	10.6%	54.5	\$44.47	\$48.91	\$2,934.87
Macomb	48.0	35	4	11.4%	4	11.4%	82.3	\$50.43	\$36.77	\$1,764.96
Maroa	76.0	31	1	3.2%	0	0.0%	147.1	\$49.08	\$20.02	\$1,521.40
McCullom Lake	35.0	34	1	2.9%	1	2.9%	61.8	\$26.25	\$25.50	\$892.50
McHenry County	175.5	148	20	13.5%	2	1.4%	71.1	\$58.12	\$49.01	\$8,602.07
McLean County	96.0	112	1	0.9%	1	0.9%	51.4	\$28.44	\$33.18	\$3,184.85
McLeansboro	65.0	22	3	13.6%	1	4.5%	177.3	\$52.92	\$17.91	\$1,164.15
Menard County	101.0	25	0	0.0%	3	12.0%	242.4	\$91.39	\$22.62	\$2,284.69
Mendota	80.0	34	0	0.0%	1	2.9%	141.2	\$81.89	\$34.80	\$2,784.15
Mercer County	91.0	45	0	0.0%	0	0.0%	121.3	\$62.58	\$30.95	\$2,816.13
Montgomery	27.0	20	2	10.0%	3	15.0%	81.0	\$56.11	\$41.56	\$1,122.10
Morton Grove	203.0	214	70	32.7%	1	0.5%	56.9	\$44.80	\$47.22	\$9,586.66
Naperville	167.0	213	13	6.1%	16	7.5%	47.0	\$42.57	\$54.30	\$9,067.96
Norridge	43.0	41	0	0.0%	4	9.8%	62.9	\$63.87	\$60.90	\$2,618.70
North Aurora	134.0	189	39	20.6%	8	4.2%	42.5	\$35.45	\$50.00	\$6,700.00
North Pekin	88.0	44	7	15.9%	2	4.5%	120.0	\$43.02	\$21.51	\$1,892.80

TABLE 5: (Continued)

Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
Oak Park	28.0	23	3	13.0%	2	8.7%	73.0	\$71.00	\$58.32	\$1,632.96
Ottawa	40.0	29	2	6.9%	4	13.8%	82.8	\$63.19	\$45.81	\$1,832.50
Peoria	8.0	13	0	0.0%	1	7.7%	36.9	\$26.87	\$43.67	\$349.33
Peoria Heights	22.0	24	0	0.0%	2	8.3%	55.0	\$16.87	\$18.41	\$404.92
Peru	132.0	30	0	0.0%	2	6.7%	264.0	\$164.05	\$37.28	\$4,921.56
Piatt County	20.0	8	0	0.0%	1	12.5%	150.0	\$73.55	\$29.42	\$588.40
Pike County	113.0	21	2	9.5%	0	0.0%	322.9	\$172.89	\$32.13	\$3,630.70
Plainfield	101.0	57	4	7.0%	5	8.8%	106.3	\$88.67	\$50.04	\$5,054.25
Prairie Grove	73.0	40	2	5.0%	3	7.5%	109.5	\$52.50	\$28.77	\$2,100.00
Raleigh	16.0	6	2	33.3%	0	0.0%	160.0	\$50.00	\$18.75	\$300.00
River Forest	49.0	47	11	23.4%	4	8.5%	62.6	\$59.23	\$56.81	\$2,783.92
Rockford	89.0	80	2	2.5%	11	13.8%	66.8	\$55.99	\$50.33	\$4,479.41
Roscoe	32.0	14	0	0.0%	4	28.6%	137.1	\$93.37	\$40.85	\$1,307.24
Roselle	48.0	78	1	1.3%	4	5.1%	36.9	\$30.77	\$50.00	\$2,400.00
Rosemont	46.5	83	7	8.4%	4	4.8%	33.6	\$31.41	\$56.07	\$2,607.19
Rossville	20.0	9	0	0.0%	2	22.2%	133.3	\$49.60	\$22.32	\$446.40
Sauk Village	92.0	27	3	11.1%	6	22.2%	204.4	\$165.83	\$48.67	\$4,477.48
Sherman	14.0	4	0	0.0%	1	25.0%	210.0	\$123.30	\$35.23	\$493.19
Spring Grove	49.5	36	0	0.0%	3	8.3%	82.5	\$53.58	\$38.97	\$1,928.97
Streamwood	76.0	91	3	3.3%	7	7.7%	50.1	\$48.56	\$58.14	\$4,418.64
Thornton	42.0	24	5	20.8%	0	0.0%	105.0	\$70.43	\$40.24	\$1,690.28
Warrensburg	28.0	29	5	17.2%	0	0.0%	57.9	\$39.31	\$40.72	\$1,140.02
Washington	4.0	1	0	0.0%	0	0.0%	240.0	\$113.28	\$28.32	\$113.28
Wauconda	40.0	41	0	0.0%	1	2.4%	58.5	\$57.96	\$59.41	\$2,376.24

TABLE 5: (Continued)

Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
Western Springs	64.0	36	0	0.0%	0	0.0%	106.7	\$84.05	\$47.28	\$3,025.72
Woodstock	18.0	22	0	0.0%	4	18.2%	49.1	\$47.93	\$58.58	\$1,054.50
HOLIDAY MOBILIZATION ONLY GRANTS TOTAL	6,102.5	4,805	544	11.3%	273	5.7%	76.2	\$53.92	\$42.46	\$259,104.89

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during YDDYL enforcement

Column 3: Total number of citations written by law enforcement agency during statewide YDDYL enforcement

Column 4: Total number of occupant protection violations written by law enforcement agency during the statewide YDDYL enforcement

Column 5: Percentage of total citations that were Occupant Protection violations citations

Column 6: Total number of DUIs written by law enforcement agency during the statewide YDDYL enforcement

Column 7: Percentage of total citations that were DUIs

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

TABLE 6: REGULAR GRANTEES WITH SINGLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
IMAGE	Berwyn	150.0	405	160	39.5%	2	0.5%	22.2	\$20.37	\$55.00	\$8,250.00
IMAGE	Blue Island	164.0	365	157	43.0%	0	0.0%	27.0	\$24.21	\$53.87	\$8,835.16
IMAGE	Brookfield	100.0	100	30	30.0%	0	0.0%	60.0	\$54.12	\$54.12	\$5,412.00
IMAGE	Burnham	104.0	188	58	30.9%	1	0.5%	33.2	\$24.79	\$44.81	\$4,660.00
IMAGE	Cahokia	108.0	154	39	25.3%	2	1.3%	42.1	\$34.07	\$48.57	\$5,246.05
IMAGE	Campton Hills	90.0	95	10	10.5%	2	2.1%	56.8	\$25.67	\$27.10	\$2,439.00
IMAGE	Flossmoor	32.0	19	2	10.5%	0	0.0%	101.1	\$117.54	\$69.79	\$2,233.30
IMAGE	Freeport	125.0	110	61	55.5%	1	0.9%	68.2	\$49.35	\$43.43	\$5,429.03
IMAGE	Grundy County	132.0	194	63	32.5%	1	0.5%	40.8	\$47.21	\$69.38	\$9,158.14
IMAGE	Hickory Hills	105.0	170	42	24.7%	0	0.0%	37.1	\$32.93	\$53.31	\$5,598.05
IMAGE	Hoffman Estates	126.0	152	36	23.7%	1	0.7%	49.7	\$68.05	\$82.09	\$10,343.10
IMAGE	Homewood	111.0	188	158	84.0%	1	0.5%	35.4	\$32.75	\$55.46	\$6,156.11
IMAGE	Jo Daviess County	214.0	132	31	23.5%	2	1.5%	97.3	\$62.90	\$38.80	\$8,302.91
IMAGE	Johnsburg	144.0	147	58	39.5%	4	2.7%	58.8	\$44.76	\$45.70	\$6,580.21
IMAGE	Justice	88.0	132	125	94.7%	1	0.8%	40.0	\$35.38	\$53.07	\$4,669.88
IMAGE	Kendall County	75.0	96	74	77.1%	1	1.0%	46.9	\$32.77	\$41.94	\$3,145.50
IMAGE	Matteson	88.0	78	34	43.6%	1	1.3%	67.7	\$84.43	\$74.83	\$6,585.15
IMAGE	Maywood	141.0	24	2	8.3%	0	0.0%	352.5	\$316.08	\$53.80	\$7,585.80
IMAGE	McHenry	72.0	81	2	2.5%	2	2.5%	53.3	\$43.71	\$49.17	\$3,540.24
IMAGE	Midlothian	70.0	160	29	18.1%	1	0.6%	26.3	\$20.56	\$47.01	\$3,290.38
IMAGE	Moline	140.0	197	39	19.8%	2	1.0%	42.6	\$42.53	\$59.85	\$8,378.59
IMAGE	Oak Forest	41.0	56	32	57.1%	0	0.0%	43.9	\$53.49	\$73.06	\$2,995.59
IMAGE	Oak Lawn	180.0	253	167	66.0%	2	0.8%	42.7	\$43.08	\$60.56	\$10,900.44
IMAGE	Olympia Fields	79.0	173	47	27.2%	3	1.7%	27.4	\$29.33	\$64.22	\$5,073.57
IMAGE	Orland Park	140.0	117	45	38.5%	0	0.0%	71.8	\$82.01	\$68.54	\$9,594.94
IMAGE	Oswego	108.0	225	150	66.7%	1	0.4%	28.8	\$31.15	\$64.89	\$7,007.95
IMAGE	Pekin	184.0	232	33	14.2%	4	1.7%	47.6	\$38.33	\$48.33	\$8,893.22

TABLE 6: (continued)

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
IMAGE	Riverdale	199.0	368	350	95.1%	0	0.0%	32.4	\$20.85	\$38.55	\$7,671.52
IMAGE	Riverside	78.0	72	9	12.5%	1	1.4%	65.0	\$66.51	\$61.39	\$4,788.42
IMAGE	Rock Island County	92.0	78	8	10.3%	4	5.1%	70.8	\$56.41	\$47.83	\$4,400.29
IMAGE	Rolling Meadows	105.0	171	57	33.3%	1	0.6%	36.8	\$46.61	\$75.91	\$7,970.46
IMAGE	Shorewood	150.0	164	123	75.0%	0	0.0%	54.9	\$54.53	\$59.62	\$8,942.78
IMAGE	Swansea	87.0	134	46	34.3%	1	0.7%	39.0	\$35.00	\$53.91	\$4,689.83
IMAGE	Tinley Park	126.0	157	128	81.5%	0	0.0%	48.2	\$45.40	\$56.57	\$7,127.50
IMAGE	West Chicago	100.0	164	52	31.7%	0	0.0%	36.6	\$39.70	\$65.11	\$6,510.83
IMAGE	Westchester	98.0	83	19	22.9%	2	2.4%	70.8	\$63.58	\$53.85	\$5,277.30
IMAGE	Willowbrook	116.0	183	33	18.0%	4	2.2%	38.0	\$41.69	\$65.77	\$7,629.38
IMAGE	Wilmette	135.0	140	52	37.1%	1	0.7%	57.9	\$54.50	\$56.51	\$7,629.38
IMAGE	Winnetka	99.0	90	44	48.9%	1	1.1%	66.0	\$70.02	\$63.66	\$6,302.18
IMAGE	Yorkville	34.0	23	4	17.4%	1	4.3%	88.7	\$71.21	\$48.17	\$1,637.78
LAP	Charleston	56.3	46	11	23.9%	5	10.9%	73.4	\$58.60	\$47.92	\$2,695.73
LAP	Sangamon County	82.8	61	0	0.0%	10	16.4%	81.4	\$114.42	\$84.35	\$6,979.72
LAP	Springfield	227.0	74	7	9.5%	21	28.4%	184.1	\$141.03	\$45.97	\$10,436.00
LAP	St. Clair County	132.0	89	5	5.6%	13	14.6%	89.0	\$116.56	\$78.59	\$10,374.04
LAP	Wheeling	151.5	173	6	3.5%	13	7.5%	52.5	\$51.10	\$58.35	\$8,840.68
MAP	Bloomington	29.0	59	2	3.4%	6	10.2%	29.5	\$29.46	\$59.94	\$1,738.24
MAP	Boone County	63.0	54	0	0.0%	6	11.1%	70.0	\$50.44	\$43.24	\$2,724.00
MAP	Carbondale	99.0	116	7	6.0%	11	9.5%	51.2	\$40.09	\$46.98	\$4,651.01
MAP	Creve Coeur	34.0	24	0	0.0%	3	12.5%	85.0	\$43.06	\$30.39	\$1,033.41
MAP	Edwardsville	41.3	46	0	0.0%	4	8.7%	53.8	\$42.56	\$47.46	\$1,957.70
MAP	Glendale Heights	46.0	31	0	0.0%	4	12.9%	89.0	\$87.97	\$59.29	\$2,727.15
MAP	Lake Zurich	137.0	116	53	45.7%	8	6.9%	70.9	\$79.13	\$67.00	\$9,179.00
MAP	Richmond	20.0	25	4	16.0%	0	0.0%	48.0	\$26.97	\$33.71	\$674.20
MAP	South Elgin	29.0	44	0	0.0%	4	9.1%	39.5	\$32.84	\$49.83	\$1,445.07
MAP	St. Charles	66.0	40	2	5.0%	3	7.5%	99.0	\$92.40	\$56.00	\$3,696.00

TABLE 6: (continued)

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
MAP	Sterling	49.0	74	2	2.7%	3	4.1%	39.7	\$32.43	\$48.98	\$2,400.09
MAP	Troy	72.0	50	0	0.0%	7	14.0%	86.4	\$66.43	\$46.13	\$3,321.41
MAP	Wood Dale	48.0	65	5	7.7%	4	6.2%	44.3	\$32.80	\$44.42	\$2,132.24
TLEP	DeKalb	290.0	400	202	50.5%	0	0.0%	43.5	\$38.54	\$53.16	\$15,416.83
TLEP	Stephenson Co.	336.0	225	83	36.9%	1	0.4%	89.6	\$64.44	\$43.15	\$14,498.63
TLEP	Winnebago Co.	348.0	239	18	7.5%	9	3.8%	87.4	\$97.46	\$66.93	\$23,292.37
IMaGE GRANTS SUBTOTAL		4,530.0	6,070	2,609	43.0%	51	0.8%	44.8	\$41.33	\$55.38	\$250,881.96
LAP GRANTS SUBTOTAL		649.5	443	29	6.5%	62	14.0%	88.0	\$88.77	\$60.55	\$39,326.17
MAP GRANTS SUBTOTAL		733.3	744	75	10.1%	63	8.5%	59.1	\$50.64	\$51.39	\$37,679.52
TLEP GRANTS SUBTOTAL		974.0	864	303	35.1%	10	1.2%	67.6	\$61.58	\$54.63	\$53,207.83
REGULAR GRANTS SUBTOTAL		6,886.8	8,121	3,016	37.1%	186	2.3%	50.9	\$46.93	\$55.34	\$381,095.48

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement

Column 5: Total number of occupant protection violations written by law enforcement agencies during the statewide YDDYL enforcement

Column 6: Percentage of total citations that were occupant protection violations

Column 7: Total number of DUIs written by law enforcement agency during the statewide YDDYL enforcement

Column 8: Percentage of total citations that were DUI citations

Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 10: Cost per citation = Total Cost / Number of Citations

Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions: IMaGE – Integrated Mini-Grant Enforcement Program; LAP – Local Alcohol Program; MAP – Mini-Grant Alcohol Program; and TLEP – Traffic Law Enforcement Program

TABLE 7: REGULAR GRANTEES WITH MULTIPLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
HM	Alton	215.0	226	27	11.9%	11	4.9%	57.1	\$54.39	\$57.18	\$12,293.10
IMAGE	Alton	80.0	196	167	85.2%	0	0.0%	24.5	\$22.27	\$54.56	\$4,365.01
MAP	Alton	30.0	36	5	13.9%	1	2.8%	50.0	\$37.04	\$44.45	\$1,333.40
HM	Bartlett	87.0	138	0	0.0%	9	6.5%	37.8	\$30.14	\$47.82	\$4,160.00
MAP	Bartlett	46.0	54	0	0.0%	5	9.3%	51.1	\$43.41	\$50.96	\$2,344.15
HM	Belvidere	52.0	28	1	3.6%	4	14.3%	111.4	\$65.71	\$35.38	\$1,840.00
IMAGE	Belvidere	203.0	222	53	23.9%	1	0.5%	54.9	\$48.73	\$53.30	\$10,818.98
HM	Buffalo Grove	149.0	194	124	63.9%	12	6.2%	46.1	\$45.74	\$59.55	\$8,872.70
LAP	Buffalo Grove	160.0	133	1	0.8%	13	9.8%	72.2	\$63.61	\$52.88	\$8,460.50
HM	Calumet City	325.0	176	45	25.6%	3	1.7%	110.8	\$110.60	\$59.90	\$19,466.35
IMAGE	Calumet City	225.0	716	652	91.1%	0	0.0%	18.9	\$15.87	\$50.51	\$11,364.71
HM	Carol Stream	217.0	221	77	34.8%	8	3.6%	58.9	\$50.76	\$51.69	\$11,217.49
IMAGE	Carol Stream	144.0	88	11	12.5%	6	6.8%	98.2	\$100.13	\$61.19	\$8,811.36
HM	Carpentersville	100.0	69	3	4.3%	4	5.8%	87.0	\$75.22	\$51.90	\$5,189.93
MAP	Carpentersville	40.0	49	2	4.1%	4	8.2%	49.0	\$50.20	\$61.50	\$2,459.97
HM	Chicago	566.0	189	25	13.2%	30	15.9%	179.7	\$184.98	\$61.77	\$34,961.82
LAP	Chicago	210.0	308	23	7.5%	11	3.6%	40.9	\$52.48	\$76.97	\$16,163.70
HM	Chicago Heights	30.0	16	10	62.5%	0	0.0%	112.5	\$85.55	\$45.63	\$1,368.79
LAP	Chicago Heights	34.0	20	1	5.0%	3	15.0%	102.0	\$77.69	\$45.70	\$1,553.78
HM	Collinsville	112.0	48	12	25.0%	4	8.3%	140.0	\$115.70	\$49.59	\$5,553.59
IMAGE	Collinsville	331.0	236	85	36.0%	8	3.4%	84.2	\$48.37	\$34.49	\$11,415.99
HM	Cook County	187.0	123	0	0.0%	3	2.4%	91.2	\$81.76	\$53.78	\$10,056.52
LAP	Cook County	127.0	145	3	2.1%	17	11.7%	52.6	\$45.24	\$51.65	\$6,559.27
HM	Danville	50.0	69	4	5.8%	1	1.4%	43.5	\$32.34	\$44.63	\$2,231.30
IMAGE	Danville	120.0	177	64	36.2%	2	1.1%	40.7	\$31.83	\$46.95	\$5,633.47
IMAGE	Decatur	292.0	363	26	7.2%	17	4.7%	48.3	\$42.46	\$52.78	\$15,411.18
LAP	Decatur	152.0	56	0	0.0%	14	25.0%	162.9	\$133.12	\$49.04	\$7,454.72
HM	East Moline	240.0	134	10	7.5%	6	4.5%	107.5	\$69.49	\$38.80	\$9,311.62
IMAGE	East Moline	105.0	115	33	28.7%	2	1.7%	54.8	\$51.47	\$56.37	\$5,919.16

TABLE 7: (continued)

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
IMAGE	East Peoria	105.0	157	91	58.0%	0	0.0%	40.1	\$36.08	\$53.95	\$5,664.82
LAP	East Peoria	152.0	150	1	0.7%	25	16.7%	60.8	\$50.01	\$49.35	\$7,501.90
HM	Elgin	114.0	124	12	9.7%	7	5.6%	55.2	\$46.43	\$50.50	\$5,757.01
IMAGE	Elgin	166.0	520	19	3.7%	1	0.2%	19.2	\$20.09	\$62.95	\$10,449.05
HM	Elmhurst	120.0	107	2	1.9%	10	9.3%	67.3	\$48.61	\$43.35	\$5,201.73
MAP	Elmhurst	41.0	28	0	0.0%	5	17.9%	87.9	\$82.69	\$56.47	\$2,315.27
HM	Hillside	93.0	121	70	57.9%	1	0.8%	46.1	\$42.89	\$55.80	\$5,189.40
IMAGE	Hillside	87.0	138	71	51.4%	2	1.4%	37.8	\$34.32	\$54.44	\$4,736.28
HM	Joliet	581.0	727	33	4.5%	3	0.4%	48.0	\$23.81	\$29.79	\$17,306.69
IMAGE	Joliet	142.0	207	10	4.8%	1	0.5%	41.2	\$45.90	\$66.92	\$9,502.33
HM	Lake in the Hills	27.0	38	2	5.3%	1	2.6%	42.6	\$25.93	\$36.50	\$985.50
MAP	Lake in the Hills	42.0	38	7	18.4%	4	10.5%	66.3	\$66.53	\$60.19	\$2,528.01
HM	Lombard	221.5	353	194	55.0%	7	2.0%	37.6	\$38.74	\$61.74	\$13,675.48
MAP	Lombard	74.0	59	2	3.4%	5	8.5%	75.3	\$62.42	\$49.77	\$3,682.94
HM	Macon County	50.0	17	3	17.6%	2	11.8%	176.5	\$100.00	\$34.00	\$1,700.00
LAP	Macon County	211.0	97	3	3.1%	16	16.5%	130.5	\$69.47	\$31.94	\$6,738.49
HM	Morton	16.0	10	1	10.0%	0	0.0%	96.0	\$68.76	\$42.97	\$687.58
MAP	Morton	38.0	47	3	6.4%	2	4.3%	48.5	\$48.01	\$59.38	\$2,256.47
HM	Palatine	20.0	33	6	18.2%	2	6.1%	36.4	\$36.75	\$60.64	\$1,212.80
MAP	Palatine	54.0	47	16	34.0%	4	8.5%	68.9	\$75.11	\$65.37	\$3,529.95
HM	Palos Heights	30.0	18	6	33.3%	2	11.1%	100.0	\$91.11	\$54.67	\$1,640.00
MAP	Palos Heights	42.0	39	7	17.9%	4	10.3%	64.6	\$71.92	\$66.78	\$2,804.72
HM	Park Ridge	73.0	58	15	25.9%	3	5.2%	75.5	\$65.34	\$51.91	\$3,789.60
IMAGE	Park Ridge	240.0	280	91	32.5%	2	0.7%	51.4	\$47.46	\$55.37	\$13,288.62
IMAGE	Quincy	132.0	138	44	31.9%	0	0.0%	57.4	\$43.00	\$44.95	\$5,933.76
MAP	Quincy	30.0	23	0	0.0%	1	4.3%	78.3	\$64.22	\$49.24	\$1,477.16
MAP	Rock Island	45.0	57	3	5.3%	8	14.0%	47.4	\$45.60	\$57.76	\$2,599.24
HM	Rock Island	32.0	27	1	3.7%	3	11.1%	71.1	\$50.78	\$42.85	\$1,371.16
HM	Schaumburg	78.0	49	6	12.2%	4	8.2%	95.5	\$98.02	\$61.58	\$4,802.94
IMAGE	Schaumburg	144.0	138	10	7.2%	0	0.0%	62.6	\$71.66	\$68.67	\$9,888.48

TABLE 7: (continued)

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
HM	Skokie	175.0	90	8	8.9%	6	6.7%	116.7	\$114.28	\$58.77	\$10,285.43
LAP	Skokie	228.5	319	23	7.2%	17	5.3%	43.0	\$48.71	\$68.01	\$15,539.31
HM	Summit	30.0	10	0	0.0%	1	10.0%	180.0	\$139.17	\$46.39	\$1,391.70
IMAGE	Summit	95.0	100	26	26.0%	0	0.0%	57.0	\$44.07	\$46.39	\$4,407.05
HM	Villa Park	91.8	135	30	22.2%	4	3.0%	40.8	\$37.38	\$55.00	\$5,046.25
MAP	Villa Park	46.0	67	0	0.0%	2	3.0%	41.2	\$41.07	\$59.82	\$2,751.72
HM	Waukegan	100.0	71	4	5.6%	4	5.6%	84.5	\$80.35	\$57.05	\$5,705.03
LAP	Waukegan	184.0	343	1	0.3%	29	8.5%	32.2	\$40.57	\$75.63	\$13,916.20
HM	Will County	26.0	12	0	0.0%	3	25.0%	130.0	\$101.43	\$46.81	\$1,217.14
LAP	Will County	101.0	167	8	4.8%	5	3.0%	36.3	\$35.79	\$59.18	\$5,977.18
HM	Williamson Co.	84.0	19	2	10.5%	1	5.3%	265.3	\$129.64	\$29.32	\$2,463.24
MAP	Williamson Co.	54.0	46	8	17.4%	4	8.7%	70.4	\$54.66	\$46.56	\$2,514.15
HM GRANTS SUBTOTAL		4,292.3	3,650	733	20.1%	159	4.4%	70.6	\$59.16	\$50.31	\$215,951.89
IMaGE GRANTS SUBTOTAL		2,611.0	3,791	1,453	38.3%	42	1.1%	41.3	\$36.30	\$52.70	\$137,610.25
LAP GRANTS SUBTOTAL		1,559.5	1,738	64	3.7%	150	8.6%	53.8	\$51.71	\$57.62	\$89,865.05
MAP GRANTS SUBTOTAL		582.0	590	53	9.0%	49	8.3%	59.2	\$55.25	\$56.01	\$32,597.15
AGENCIES WITH MULTIPLE GRANTS TOTAL		9,044.8	9,769	2,303	17.4%	400	8.7%	55.6	\$54.66	\$46.56	\$476,024.34

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement

Column 5: Total number of occupant protection violations written by law enforcement agency during the statewide YDDYL enforcement

Column 6: Percentage of total citations that were occupant protection violations

Column 7: Total number of DUIs written by law enforcement agency during the statewide YDDYL enforcement

Column 8: Percentage of total citations that were DUI citations

Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 10: Cost per citation = Total Cost / Number of Citations

Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions: HM – Holiday Mobilization Grant Enforcement Program; IMAGE – Integrated Mini-Grant Enforcement Program; LAP – Local Alcohol Program; MAP – Mini-Grant Alcohol Program

TABLE 8: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

Grant Type	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
HOLIDAY MOBILIZATION GRANTS TOTAL	10,394.8	8,455	1,277	15.1%	432	5.1%	73.8	\$56.19	\$45.70	\$475,056.78
REGULAR GRANTS TOTAL	11,639.3	14240	4586	32.2%	427	3.0%	49.0	\$45.03	\$55.09	\$641,167.93
ILLINOIS STATE POLICE TOTAL	4,385.5	3,269	764	23.4%	175	5.35%	80.5	\$112.21	\$83.65	\$366,825.40
GRAND TOTAL	26,419.6	25,964	6,627	25.5%	1,034	4.0%	61.1	\$57.12	\$56.13	\$1,483,050.11

Column 1: Type of grant that agency had

Column 2: Number of patrol hours conducted during CIOT enforcement

Column 3: Total number of citations written by law enforcement agencies during statewide CIOT enforcement

Column 4: Total number of occupant protection violations written by law enforcement agencies during the statewide YDDYL enforcement

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUIs written by law enforcement agencies during the statewide YDDYL enforcement

Column 7: Percentage of total citations that were DUI citations

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement